The National CLEANER & DYER

FEBRUARY, 1951

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BRIEF FOR GREATER USE OF WATER SPRAY GUN.....Page 60

EXPERIENCE SUGGESTS IMPROVEMENTS IN ARMY WORK.....Page 68

ABOVE: Carhop presents invoice and change to cashier at downtown drive-in plant of Sunshine Launderers and Cleaners in Columbia, South Carolina. Story on page 52

How to keep filter pressures low and profits high

Keeping filter pressures low for a maximum period of time—and so keeping cleanouts to a minimum—is essential to the economical operation of your solvent recovery system.

Thousands of dry cleaners have found that this can best be accomplished with Hyflo*, the original high speed filter powder.

The secret of Hyflo's effectiveness lies in the fact that it is composed of tiny particles that build up an open, porous "cake" on the filter screen. This Hyflo cake is fine enough to trap out all the suspended impurities from the solvent, yet sufficiently porous to prevent clogging. As a result, the clean, clear solvent flows through freely and at high speed. Filter pressures stay low longer, shutdowns for cleaning filter screens are reduced.

This means faster cleaning . . . faster rinsing . . . more thorough cleaning . . . a reduction in odor troubles . . . and greater solvent economies because the solvent stays clean longer, requires distilling less often.

If you want to find out more about Hyflo and how to use it correctly, ask your dealer for a copy of the 48-page Dry Cleaner's Handbook. It will also tell you how to keep your filter system operating at top efficiency. Johns-Manville, Box 290, New York 16, N. Y.

*Reg. U. S. Pat. Off.

Johns-Manville

HYFLO the original high speed Filter Powder

Solvinol
PRE-SPOTTER
Keystone ANILINE & CHEMICAL COMPANY
321 N. LOOMIS STREET - CHICAGO 7

New 1951 CHEVROLET TRUCKS

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America's best truck investment is an even better one for '51! Yes, this latest line of Advance-Design trucks combines the greatest of Chevrolet's traditional advantages with new features and improvements that make your dollars go farther than ever! Along with outstanding power and economy, finest construction and superior handling ease, Chevrolet Advance-Design trucks offer new, improved-design brakes, new Ventipanes, and Chevrolet's new cab seats—plus a host of other features that mean increased value to owners. See your Chevrolet dealer and look over this new line of 1951 Chevrolet trucks today. They're "best buys" every one!

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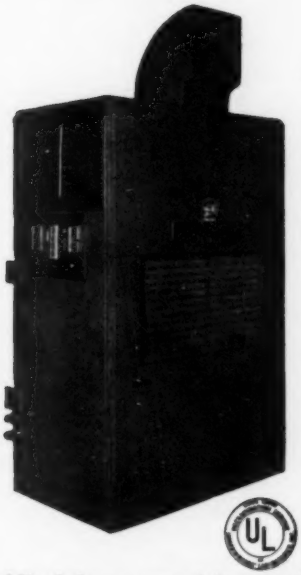

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- **Continuous temperature control.**
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- **Automatic refrigeration.**
- **Filtered ventilation.**
- **Approved by Underwriters' Laboratory.**

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There is a Haertel unit to meet every fur storage need and capacity.

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National CLEANER and DYER

VOL. 42 FEBRUARY, 1951 NO. 2

MISTAKEN IDENTITY

ONE of the best stories of World War II we heard just lately, when soap peddler Tom Lewis described an incident that occurred while he was dry-cleaning super for a military plant at Dutch Harbor.

Supplies were hard to get and long in coming. Therefore, he had ordered a couple of tons of filter powder from the Johns-Manville company. Since he did not need it immediately on arrival, he had it consigned to the military warehouses. In due course he requisitioned some filter powder, and in due course the warehouse told him it had no filter powder. Desperate, after considerable argument Tom took it upon himself to search every one of the vast storehouses on that base.

At long last, in the warehouse in the farthest corner, he stumbled across six bags of Johns-Manville filter powder. That was all—just six bags. In all the warehouse he could not find another bag. Armed with the evidence of the six bags, he confronted the warehousing officials. They searched their records again and ransacked their warehouses and still could not come up with any more filter powder.

Then Tom went back to the warehouse containing the six bags. Suddenly he noticed stacked across the aisle several tons of asbestos powder of the type used to make insulation on steam pipes, tumblers and presses. They were labeled with the manufacturer's name—Johns-Manville.

A light dawned! A little investigation revealed that Tom's suspicion was correct. Careless construction gangs had grabbed the first bags with the JM label. So far as Tom knows, much of the steam insulation at Dutch Harbor is still made of filter powder. It must work pretty well, because he has heard no complaints about the efficiency of the steam-pipe insulation.

UNEMPLOYMENT

WE just left a city where unemployment insurance still operates as a racket. There is a large floating stratum of laborers who work for three months and draw their full term of subsistence before exposing themselves to another job.

Now is the time for all such communities to start beating the drum to clean up such a mess. It will take that long to flush these dead beats out of the bushes in time for the Easter season!—W.R.P.

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MAKE THIS SIMPLE WINDOWSILL TEST TO PROVE SUPERIORITY OF ANOLITE

First make your own filter soap from 1 part Anolite and 5 parts solvent.

Then, in a clean bottle, prepare a moisture stock from 1 part of the 1-5 base, 1 part solvent and 1 part water.

Then, in another clean bottle, prepare the same stock only using your favorite filter soap instead of the 1-5 Anolite base.

Place both bottles on windowsill and note the superior emulsifying properties of Anolite. Your stock will separate much more rapidly than the Anolite stock. And the Anolite costs only a fraction as much.

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99.99% PURE

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ZOL
A DRY CLEANING FLUID
WITH A CARBON TETRACHLORIDE BASE

Yes, 'way back when the industry first started, Stauffer was manufacturing Carbon Tetrachloride of exceptional purity for dry cleaning use.

Stauffer's Carbon Tetrachloride is 99.99% pure, and is always a clear, colorless liquid because it is free from suspended material. Remember, it is the exceptional purity of Stauffer's Carbon Tetrachloride that assures quality, odorless dry cleaning. You can benefit yourself and your customers by specifying Stauffer's Carbon Tetrachloride when ordering from your regular distributor.

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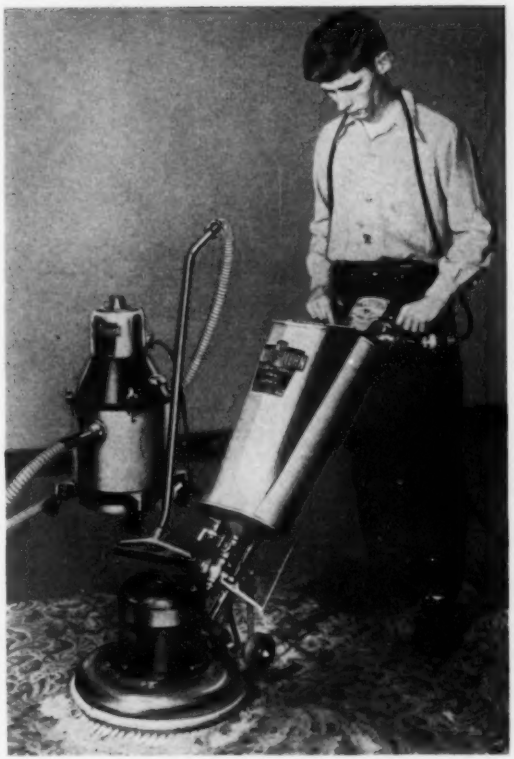
says progressive Dry Cleaner*



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NO PLANT TOO SMALL

Whatever the size of your plant, you can't afford to overlook the profit possibilities in today's rug and furniture cleaning market. Multi-Clean equipment is designed to do a fast, efficient job even in a limited area, and is so compact that it will not tie up floor space. Easily portable, too, so you can realize the high profits from cleaning rugs and furniture on location.

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Right *now* is the time to start getting your share of these extra profits. You can have a Multi-Clean expert come right into your plant to help you get organized. He'll train your help so they can handle rug and furniture cleaning in their slack periods, and you'll do *more* business without increasing overhead. Your investment is less than $1000 and your Multi-Clean equipment starts earning for you immediately, either on-location or in your plant. Mail the coupon *now* for the complete story.

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The Dry Cleaning Industry Speaks for Itself!

AIR WAY CLEANERS & DYERS, INC.

3448 Collin Place
FLUSHING, L. I.
Flushing 8-8760

December 29, 1960

Cyclotherm Corporation
40 Hudson Street
New York, New York

Attn: Mr. E. Sieve

Gentlemen:

As you know, we have had your 150 H.P. Cyclotherm Boiler in operation in our plant for the past year.

Today, in checking our records, we find the following savings have been accomplished and thought you would be interested in our success.

From a fuel consumption standpoint it has been unusually successful. But the saving in time has been actually amazing.

Quick steam, for instance, enabled us to begin our operations each day from a cold start, in a matter of 20 to 25 minutes.

We operate our plant with 80 lbs. pressure of steam, 8 to eighteen hours a day. Your Cyclotherm boiler carried this load without any trouble at all.

Another saving took place in its clean operation, or not so much as with our old boiler and maintenance time was negligible.

The service which your firm has rendered both night and day, while we were getting adjusted to the boiler, was splendid.

We honestly feel that we can recommend this boiler to anyone interested in a unit built for economy and efficiency.

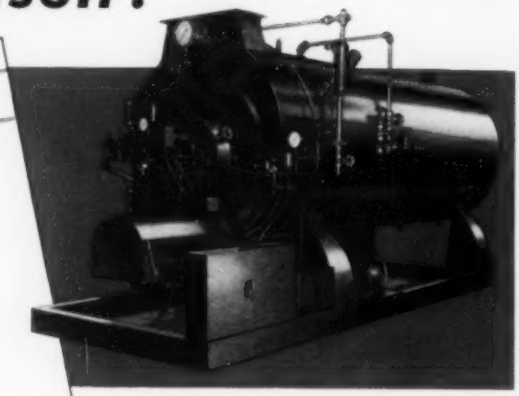
Very truly yours,

AIR WAY CLEANERS & DYERS, INC.

Gordon J. Davis

Gordon J. Davis
Production Manager

GJDavis:cbc



If you are planning on a new or replacement boiler system first read every word of Mr. Davis' letter! The points he emphasizes are the reasons why thousands of Cyclotherm installations have proved satisfactory.

QUICK STEAM,
NEW FUEL ECONOMY,
LOWEST POSSIBLE
MAINTENANCE
REQUIREMENTS.

PLUS other very important features. Boilers are designed for oil or gas operation from 18 thru 500 h.p., 15 to 200 lbs. operating pressure.

Write us today for booklet on the famous Cyclotherm Cyclonic Steam Generators. Dept. H.

42nd ANNUAL EXHIBITION

National Institute of Cleaners and Dyers

ATLANTIC CITY AUDITORIUM

Feb. 4, 5, 6, 7
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. . . because expert SEC service is as near as your telephone!

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*Name on request

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O. K., show me how SEC can give me bigger volume at lower cost. Send FREE data.

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LETTERS to the editor

George Rups Memorial

Dear Editor:

We know that the many friends of the late George G. Rups will be greatly interested in a message we have received from Mrs. Rups concerning the contributions made in his memory to the Salvation Army. That message is quoted below:

"Major Seiler and his wife from the Salvation Army were here about two weeks ago to discuss with us the living memorial to George.

"From their suggestions—all most worthy causes—we made our selection.

"The Salvation Army is going to break ground for a new hospital within the year to replace the Catherine Booth Home and Hospital in Walnut Hills, Cincinnati.

"In this new hospital we will be able to equip an operating room so that all who need the use of it will be given that new courage, faith and uplift to take up life again . . . this is truly the perfect living memorial to George."

We, too, believe this to be a perfect memorial to our late, esteemed associate and felt you would like to have this information concerning his memorial.

R. L. Butler
Director of Promotion & Marketing
The American Laundry Machinery Company

On Use of Filter Aid

Dear Editor:

I have just read Lou Bellew's article "Filter Tricks" appearing in the December 1950 issue of National Cleaner & Dyer. I should like to comment on the information presented under the heading Precoating Filter Bags.

Since I have been associated with the drycleaning industry, I have visited a considerable number of drycleaning plants all over the United States and Canada, and I know of no instance where a straight diatomaceous silica filteraid has caused the condition to which the article refers, nor can it cause such a condition if it is used properly and if the system is operated at maximum efficiency. I know that such a condition can exist when a sweetener or adsorbent type powder is used, because it is possible to generate a considerable static charge in the presence of these materials. I would agree that in certain operations trap application would be preferable.

There are definite advantages to introducing a filteraid to the system on load applications across the wheel of the washer and then permitting the washer to run for several minutes before starting the filter cycle. The most important of these being that the filteraid is dispersed throughout the solvent mixing with the insoluble impurities and this in turn causes a more porous filter cake to be established on the bags or screens. Pressures remain lower longer as a result and operation is more efficient.

In other words, when a filteraid is introduced through a trap and precedes the unfiltered solvent to the filter, the cake established usually consists of alternate layers of powder and impurities. With regard to precoating a filter, new or distilled solvent should always be used and the filteraid should be introduced through the washer and in this case the washer should be run for several minutes before the actual precoating of the filter is begun. This assures a protective coating on the bags or screens if a sufficient amount of filteraid is used.

I should like to point out the importance of using sufficient filteraid to precoat a filter which is 8 to 10 lbs. per 100 square feet of filter area. If the maximum amount is used the precoat established is only $^1/_{16}$ of an inch thick. If you will check your ruler noting specifically $^1/_{16}$ of an inch, I think you will have a better understanding of the importance of establishing an adequate precoat. On load applications the correct amount of filteraid to be used is 1 to 2 lbs. per 100 lbs. of garments processed, specific amount to be used based on the type of garments and type and degree of soil.

I feel that the foregoing information is important enough to be presented to the readers of National so that plantowners will have the correct information as to the most efficient application of filteraid to the drycleaning process.

Carl Heinle, Jr.
Drycleaning Director, Dicalite Division
Great Lakes Carbon Corporation

Traffic Saver

Dear Editor:

After reading various items in a couple of your recent issues, how about letting me in on the gents' room department with this gimmick which actually worked for Odorless Cleaners at Long Beach, California?

At the California convention this year they had an "ideas" panel. Otto Petri told about this idea that had stopped a lot of unnecessary running around at his plant.

A red light was placed above the men's rest room. The light was wired to a spring switch so that when the door was locked from the inside, the bolt made contact with the switch and turned on the light. When the door was unlocked, the light went off.

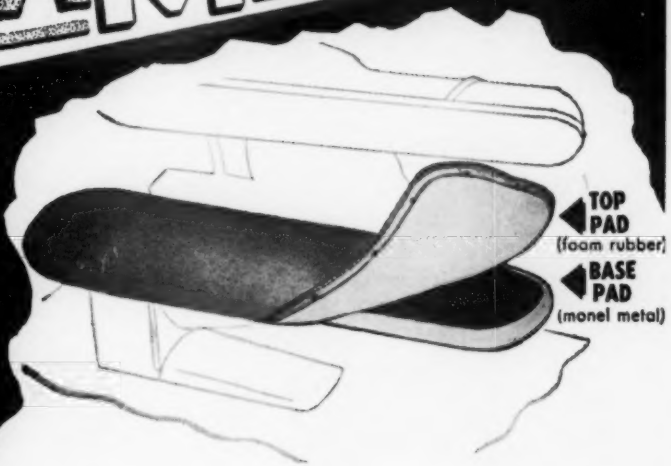
The idea was so successful in cutting out unnecessary floor traffic back and forth that similar lights were placed over all rest-room doors at the plant.

Gardiner, Oregon Lon Fanald

Endorsed by the Industry

Resillo

FOAMONEL



PADS *for* Dry Cleaning Presses . .

America's Most Economical Best Performing Pad!

Following two years of intensive research and development, Resillo engineers have now made available for the first time a superior pad for dry cleaning presses—with the perfect combination of the *resiliency* of foam rubber combined with the *durability* of monel metal—that will provide superior finishing at the lowest possible cost.

- Eliminates frequent costly changes.
- Most economical pad, combining foam rubber *resiliency* and monel metal *durability*.
- Provides a higher quality pressing.
- Constructed in exact accordance with press manufacturer's specifications.
- A permanent type padding—secured to press by eyelets and wires.
- The only foam rubber pad with metal base.

Resillo's

GUARANTEE . . .

The new Resillo FoaMonel Pad carries the ACCEPTED Resillo guarantee — the FoaMonel Base Pad (monel metal) is guaranteed for two years, and the FoaMonel Top Pad (foam rubber) is guaranteed for four months. Both are minimum guarantee periods. With normal care FoaMonel will last much longer.

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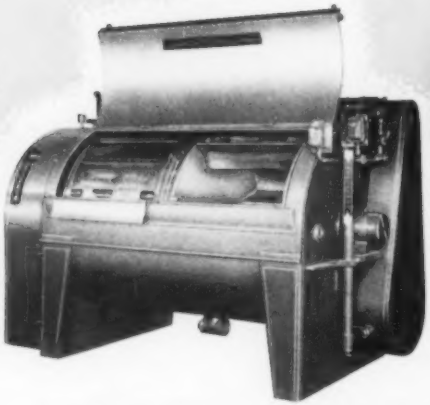
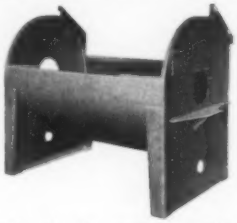


INVESTMENT-WISE DRY CLEANERS BUY BUCKEYE

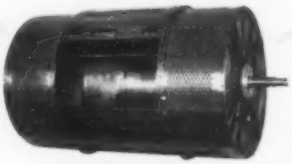
Now Built BETTER THAN EVER...For Finer Quality, Faster Cleaning

TUB HEADS FORMED BY END FRAMES WELDED INTO RIGID, ONE-PIECE UNIT



Tub heads of the new streamline-designed BUCKEYE are formed by the sturdy, one-piece, steel end frames. Ends of bottom tub sheets are welded to the end frames, and the sheets are welded together along their entire length, forming a rigid, *one-piece, leakproof unit.*

ELECTRO-THERM WELDED, ALL-STEEL CYLINDER WITH BUILT-IN "DOUBLE-ACTION CLEANSING"



Welded, all-steel cylinder has closely spaced, *double-embossed* perforations which allow thorough circulation and surge of solvent *up through the load* as the cylinder rotates. Closed-back, perforated ribs carry solvent upward and shower it *down onto and through the load* with each rotation of cylinder. This two-way surge and shower of solvent produces BUCKEYE'S famous *"Double-Action Cleansing"* which cleans more thoroughly in less time.

For years, dry cleaners who wanted a washer built to give long, dependable service . . . a washer that would turn out top quality cleaning load after load in the least time, have been enthusiastic BUCKEYE buyers and boosters.

Now, with BUCKEYE'S improved, advanced design, investment-wise dry cleaners are, more than ever, convinced that BUCKEYE is by far the best washer buy per dollar invested.

You really have to own a BUCKEYE to fully appreciate its superior performance . . . how beautifully and quickly it cleans the heaviest woolens or dainty dresses . . . its built-in stamina and day-after-day, low-cost operation. But, just check a few of BUCKEYE'S built-in, "*better buy*" features listed below, and you will see why BUCKEYE is the unanimous choice of dry cleaners who know and insist on the most value for their money.

MORE BUCKEYE "BETTER BUY" FEATURES

- Opposing cylinder doors with single-handle, wedge-type latches, and maple unloading shelves.
- Rugged, forged steel cylinder gudgeons operating in fully enclosed, outboard *roller bearings.*
- Visual Spotting Indicator for spotting cylinder without opening tub door.
- Hinged brass unloading apron and drain trough.
- Flange-sealed tub door with handy Bar Lock, and hinged Supply Trough.*
- Solvent Level Indicator*, and Overflow Piping.*
- Safety Relief Door and Static Grounding Device.
- Automatic Steam Fire Extinguisher and Tub Door Closing Device.*
- Direct or Belted Explosion-Proof Motor Drive; end or elevated header Belt Drive.
- 8 sizes: 30x40" to 42x84" (50 to 200 lbs. dry wt. capacity).

*Optional

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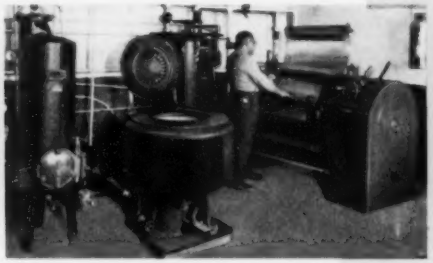
...the washer that makes these units the best dollar-for-dollar values

● No matter what their local restrictions are for petroleum solvent cleaning, when *investment-wise* dry cleaners need a complete, self-contained unit, they choose ZURON or NOEX . . . with the better-built, faster cleaning BUCKEYE Washer.

ZURON UNIT with BUCKEYE for Stoddard Solvent

In starting a new dry cleaning plant, Mr. John R. Edwards of Edwards Cleanatorium, Detroit, Mich., states, "*After 25 years experience in running cleaning rooms for others, I chose the American ZURON Unit over all makes*". Quality cleaning with ZURON Unit, shown in two views, including 30x48" BUCKEYE Washer (right), quickly built up volume for Mr. Edwards' new plant.



Compactly engineered, self-contained ZURON Units include American BUCKEYE Washer, Solid Curb Extractor and ZONE-AIR Tumbler, complete with Filter, Still, underground or aboveground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping.

Wide range of sizes, with machines in balanced capacities for low-cost production of finest quality cleaning. One or two-washer units with individual, explosion-proof motor driven machines; or explosion-proof, belted-motor, group drive.

NOEX UNIT with BUCKEYE for 140° Flash Solvent

Underwriter-Approved NOEX Units contain complete cleaning room equipment engineered for balanced operation to produce *profitable*, customer-pleasing dry cleaning on a quick-service schedule.

In addition to BUCKEYE Washer, NOEX Units include American Solid Curb Extractor and NOEX Tumbler, with Filter, Still, aboveground or underground Solvent Storage Tanks, Extractor Drain Tank, Moisture Absorber, Vacuum Trap, pumps and all unit piping. Available in wide range of sizes with one or two washers, either individually motor driven machines, or belted-motor group drive.

One of 2 NOEX Units with 30x48" BUCKEYE Washers at Brighton Laundry Co., Inc., Brooklyn, N. Y.

For More Profitable Operation Through American's Advanced Engineering . . . buy BUCKEYE, the best washer value per dollar invested, or an American complete cleaning room unit with BUCKEYE . . . The ZURON Unit for Stoddard Solvent Cleaning, or the Underwriter-Approved NOEX Unit for 140° F. Solvent.

WRITE TODAY, for new, fully illustrated catalogs on the BUCKEYE Washer, or ZURON or NOEX UNITS. They're free for the asking.

DRY CLEANING DIVISION
The
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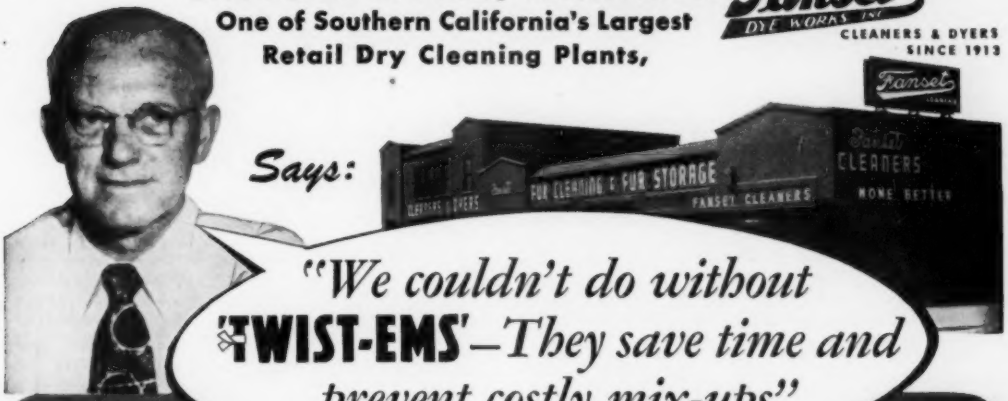

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"We couldn't do without 'TWIST-EMS'—They save time and prevent costly mix-ups"

LET TWIST-EMS HELP YOU, TOO!

Just a simple "Twist-of-the-Wrist" and orders are quickly, neatly, and securely held as a unit.

Just a simple twist-of-the-wrist is all that is needed to bind multiple customer orders together. The scientifically gauged width of TWIST-EMS and the laminated wire method of construction make a *positive lock* that can't come undone.

TWIST-EMS save time, they are easier to use than cord or other methods of tying and their distinctive color and appearance are more attractive to customers.

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No more costly mix-ups or partial orders delivered by drivers when TWIST-EMS are used. TWIST-EMS distinctive colors quickly identify group orders.

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City_____ Zone_____ State_____

'TWIST-EMS' MANUFACTURED BY **GERMAIN'S** GERMĀCO PRODUCTS DIV.

SIGNS of the times

New Wage and Hour Law Interpretation: A recent NICD bulletin contains an analysis of a recent interpretative bulletin by the Wage and Hour Division of the U. S. Department of Labor on the cleaning and laundering exemption in the amended law. As amended last year, the law specifically exempts any employee employed by an establishment engaged in laundering, cleaning or repairing clothing or fabrics, if it meets certain basic requirements. These are that over 50 percent of the establishment's annual dollar sales must be from sales within the state, and that 75 percent must be from customers who are not engaged in a mining, manufacturing, transportation or communications industry.

Under the original law, the employee to be exempt had to be *engaged* in the establishment. Under the amended law anyone *employed* by the establishment is exempt, which would seem to include drivers, even though they do not work on the premises.

Establishments rendering drycleaning service within the exemption include plants which receive, process and redeliver the articles on the premises; central plants which do the work but receive the articles from stores or shops; establishments which receive the articles for cleaning at a central cleaning establishment.

The position of chain stores is still not too clear, according to NICD's counsel, Max Feinberg, because the interpretation makes a distinction between *business* and *establishment*. Only employees of the establishment are exempt, and therefore, central-office employees who work for more than one establishment are not exempt, since they are employed by the business rather than the specific establishment. Employees who work in offices or garages which service a single exempt plant are, however, regarded as employed by the establishment and therefore exempt even if the office or garage is in a separate building from the plant. This exemption holds even if the plant receives the articles for processing through separate establishments which receive and return the goods to the customer.

# #

The Situation on Shortages: Bulletin No. 9 of the National Planning Committee of the Textile Maintenance Industries summarizes, not too hopefully, the present situation in regard to shortages of supplies and materials in these industries. In various parts of the country shortages of supplies such as paper and perchlorethylene have appeared and prices are high.

Under its present powers and policies the government is concentrating on priorities and allocations designed specifically to get materials needed for defense, and doing little to fight inflation. While the National Production Authority is trying to prevent unfair distribution of materials among civilian users, after defense needs are met, and to give consideration to small business, so far there is no machinery to accomplish these purposes.

Chlorine, which is used by laundries as a bleach and is a basic ingredient in the manufacture of perchlorethylene and carbon tetrachloride, has a variety of military uses, necessitating a limitation order. It is expected that there will be a limitation upon chlorine for civilian use, with a possible exception for small business users. While this order will apply to chlorine and not to chlorine products such as synthetic solvents, indirectly it will affect the available supply of perchlorethylene. However, the impact will be lessened because several manufacturers of perchlorethylene make their own chlorine, which will not be affected by the order.

The National Planning Committee reports that it is watching this situation and will do everything possible to insure that the textile maintenance industries will get their fair share of the supply remaining after military needs are satisfied.

Among the "scarce items" listed by the National Production Authority, the following are of interest to the drycleaning industry: benzine, carbon tetrachloride, trichlorethylene, all types of converted paper and board products, paper and paperboard.

# #

Industry Advisory Committee Meets: The National Production Authority has announced the appointment of the following Laundry and Dry Cleaners Machinery Manufacturers' Industry Advisory Committee:

George E. Bowdoin, U. S. Hoffman Machinery Corp.; Herbert H. Brownlee, Prosperity Company, Inc.; W. M. Cissell, W. M. Cissell Manufacturing Co.; E. H. Earnshaw, Jr., National Marking Machine Co.; Hubert C. Ellis, Ellis Drier Co.; D. A. Freeman, G. H. Bishop Co.; James M. Garvey, American Laundry Machinery Co.; C. W. Johnson, Troy Laundry Machinery Division, American Machine & Metals, Inc.; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., and Kenneth J. Winters, Western Laundry Machinery Co.

Government representatives attended a meeting of the committee held December 14 in Washington. A brief prepared by the industry setting forth the essentiality of laundry and drycleaning machinery manufacturers in a defense program was read. The question of substitutions of other metals for scarce steel, aluminum and Monel, which are used by the industry, was discussed, as well as the tightness of chlorinated solvents, stressing conservation. The committee recommended that the NPA Chemical Division take steps to protect the small businesses using those solvents, as well as manufacturers of that type of equipment, and also urged careful consideration to materials for maintenance and repair parts.

# #

Voluntary Price Controls: There is no penalty for violation of the standards for *voluntary* price control recently issued by the Economic Stabilization Agency. However, departure from the standards may result in roll-backs if the standards become mandatory. Also, the voluntary standards give an idea of those that may become mandatory.

While the textile maintenance industries are not specifically mentioned, the standards are supposed

A Good Press

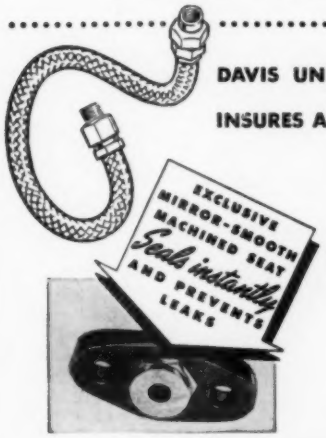
and a DAVIS Fabric-Renewing PLATE

Keep customers—and attract new ones—with quality finishing. A press provides the heat and pressure you need for proper finishing...a finish that "stays put" in delivery, in the customer's closet and while it is being worn. A Davis perforated aluminum plate, with fabric-renewing burred surface that lifts the nap as it presses, restores newness to all fabrics. Together they give you a reputation for fine quality finishing, and bring in the extra business that builds up your profit. They cost so little, too!

Hoffman XC05, 07, Pantex 45, New York

42 and other 36" to 46" models . $14.85

Mushroom . $11.00 47" to 54" . $19.25



DAVIS UNIFLEX HOSE, WITH EXCLUSIVE LEAK-PRUFD FITTING, INSURES ALL DAY PERFORMANCE OF YOUR PRESSES—EVERY DAY!

Here's another combination that pays off—in continuous, trouble-free service. Davis Uniflex Hose has the patented leak-prufd fitting with the exclusive mirror-smooth surface that permits an absolutely perfect seal—no leakage—no costly shutdown of a press. The floating flange allows quick attaching of hose and eliminates any twist when final assembly is complete. Made in all sizes, for all models of cleaning and laundry presses.

ORDER DAVIS PRESS PLATES AND HOSE FROM YOUR SUPPLIER TODAY

Davis SPECIALTIES, INC.

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to apply to the entire economy. They state that prices may not be increased if the company's net over-all profits equal or exceed average net dollar profits before taxes in the period 1946-1949.

The price of a particular product or service may not be increased if it is being sold at a profit. If it is not, the price may be increased but by no more than (a) the amount necessary to make it profitable or (b) the amount of the increase since June 24, 1950, in the cost of direct wages and materials going into the product or service, whichever is lower. Price increases must be based on actual experience, not a forecast of future conditions.

Any official price action that may be taken will use a base period ending not later than December 1, 1950.

In conjunction with the National Planning Committee, the NICD sent a questionnaire to the entire drycleaning industry on December 27. The purpose of the questionnaire is to obtain information from the industry on total sales, and profit or loss for the years 1946 to 1949, so that the committee can present its case to interested government agencies.

# #

New Rules on Reserves: Recently revised procedures for calling up reserve officers and enlisted men allow four months' advance notification. The Army, Air Force and Marine Corps will discharge, upon request, reservists with four or more dependents.

The Army will not call reserve officers of the rank of major or higher to active duty unless they are "scarce critical specialists" or members of units called to duty. The Navy will continue to call up both officers (lieutenant commander and below) and enlisted men in considerable numbers until June 30, 1951, and subsequently a relatively small number. The Air Force will ask for only volunteer reservists, except critical specialists. Marine Corps reservists who have not yet been notified of recall will be given a minimum of four months' notification.

# #

Rhode Island Wage Survey: The Associated Cleansers of Rhode Island has asked the state director of labor, Arthur W. Devine, to include its representatives on a board which he will name to study establishment of a new minimum wage order for drycleaning and laundry plants in Rhode Island.

According to Mr. Devine, a survey by his department showed current wages in the two industries far above the legal minimum of 30 cents an hour, higher than those in some service industries but lower than factory wages. In 197 firms surveyed, he said, cleaning plant wages averaged 91.7 cents and laundry wages 76.4 cents an hour.

# #

Public Service by Drycleaners: For the fifth year Joe Doran, owner of a cleaning establishment in Whitman, Massachusetts, set up in his store a Christmas tree for wounded veterans. Since Mr. Doran, himself a veteran of World War II, started the practice, gifts for wounded veterans and their families have grown enormously from residents of Whitman and surrounding communities. Christmas 1950 donations went to the West Roxbury Veterans Hospital. The cleaning firm pays for advertising, wrapping and incidentals, and takes charge of delivering the gifts.

A silk flag was presented by Malham Cleaners of Paxton, Nebraska, to the Paxton unit of the American Legion Auxiliary.

Owner F. W. Bertelson of Parshall Dry Cleaners has been chosen to head the Parshall (North Dakota) Civic Association for 1951.

Russell F. Harstick, operator of Harstick Cleaners in St. Louis, Missouri, has been elected monarch of the Alhambra Grotto, Mystic Order of the Veiled Prophets, a Masonic order.

Louis Fabian, president of Colonial Laundry & Cleaners, Inc., of Hartford, Connecticut, and a director of the Connecticut State Dry Cleaners Association, has been elected worshipful master of Level Lodge 137, A. F. & A. M.

# #

Rotary Selects Teichner: The representative of the dyeing industry in Chicago Rotary No. 1 will be Leon Teichner, president of the Almore Dye House of Chicago, it has been announced. Rotary International is a civic, charitable and patriotic organization composed of business leaders representing one industry, profession or trade to each club.

DYEING REPRESENTATIVE in Rotary is Leon Teichner of Chicago

Mr. Teichner, one of the founders and past president of the Garment Dyers Guild of America and well known in the dyeing and cleaning fields, becomes one of the first representatives of dyeing in this world-wide service group.

# #

Buffalo Code Proposed: A new code for regulation and licensing of the drycleaning industry was recently proposed in Buffalo, New York, along the lines of legislation in several other cities and states. Proposed regulations would provide for a three-man licensing committee to pass on all applications for drycleaning licenses, which would be fixed at $100 annually, and with the power to revoke licenses for improper conduct of business.

With the usual conflicting reactions from within the industry itself, at last word the city council legislation committee was conferring with Samuel C. Markel, representing the Buffalo Cleaners Board of Trade, and Edward Seimer, counsel for the Drycleaning Association of Buffalo and Western New York, in an attempt to work out legislation that would satisfy the best interests of the city, the public and the drycleaning industry.

# #

Safety in California: According to California Fire Marshal Joe R. Yockers, there were fewer fires in drycleaning establishments during 1950 than during any year in his long term of office. The record is especially good in view of the large increase in the number of plants in the state.

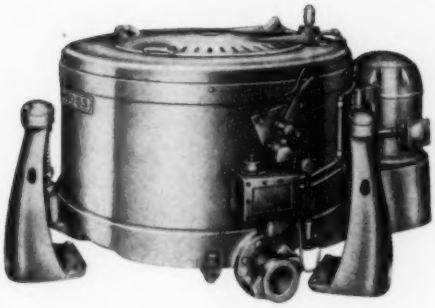
California law now requires display of a poster at any automatically controlled machinery, warning that it may start at any time.

An opinion by the state's attorney general stated that where more than one 140F unit is operated, each must be operated in a separate room with at least a one-hour fire-resistant wall between.

# #

(Continued on page 78)

She Dates...
Her Drycleaner



and why not...

Her Drycleaner returns her garments perfectly drycleaned, free from odor, and promptly . . . (And what's more, he happens to be her husband too!).

Yes, her husband uses GROSS drycleaning equipment . . . the famous "GROSS into NET" equipment — including the GROSS Whirl-omatic Extractor and the GROSS Sil-ex Washer.

The Whirl-omatic Extractor higher speeds give maximum solvent recovery—faster drying and deodorizing of more loads.

And the Sil-ex Black Metal Streamlined Washer with its positive agitation and greater capacity completes the highest drycleaning quality cycle in the industry!

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Foreign Correspondence Invited.

Want to turn GROSS into NET?

Write, Wire or Phone

Founded 1923

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

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You gain four ways plus when you

Digest before wet cleaning

All garments soiled enough to be wet cleaned should get the *RSR* digester bath first. You'll save money in time and labor. You'll save money on supplies. You'll increase profits through greater production. You'll please customers by delivering cleaned garments that have been spared a lot of hard scrubbing.

Send for advance proofs of series showing 4 ways you will gain by "Digesting before Wet Cleaning."

WALLERSTEIN COMPANY, 180 MADISON AVENUE • NEW YORK, NEW YORK

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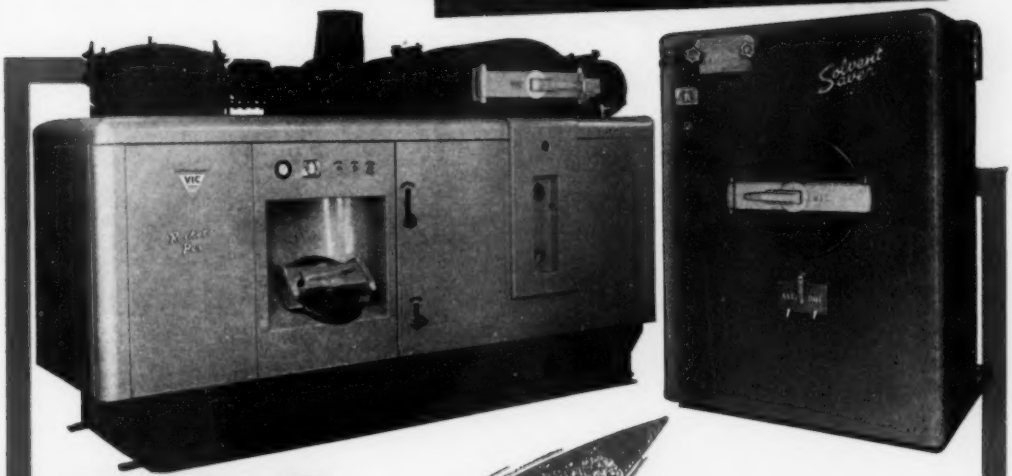
Introducing the **FAST** { GREATER CAPACITY / LARGER VOLUME / IN LESS TIME / AT LOWER COST



VIC ROCKET PER

The MACHINE that does MORE at LOWER COST . . . and COSTS LESS THAN ANY COMPARABLE UNIT ON THE MARKET . . . available with or without Still!

MORE Volume . . . .

FASTER Service . . . .

BETTER Cleaning . . .

GREATER Profits . . . .

VIC Rocket Per can be used with 140 F. Solvent by either using the VIC Recovery unit as a Tumbler, or add any other plain tumbler to cleaning unit.

All VIC Cleaning Units are available at additional cost, with Soap Still, capable of distilling 3 loads per hour.

WRITE FOR FURTHER INFORMATION.

MODEL 24 VIC SOLVENT SAVER OR THE MODEL 29 CLEANING UNIT CAN BE PURCHASED SEPARATELY!

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

MAIN OFFICE AND PLANT **VIC CLEANING MACHINE CO.**

MINNEAPOLIS 3, MINN.

NEW YORK
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LOS ANGELES
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CERTIFIED SALES AND SERVICE IN ALL PRINCIPAL CITIES

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BUSINESS BUILDERS

"Meet the Man Who Does Your Work"

INCREASED reader and listener interest in a personal-introduction campaign is giving full value for his advertising dollar to Charles Benedict, owner of Mayfair Cleaners of Las Vegas, Nevada.

DODGER INTRODUCING STAFF shown by owner Charles Benedict

The plan started with Mr. Benedict introducing members of his family who work in the plant. Each week one family employee was introduced daily in a one-minute radio program and in a small daily newspaper display ad. This schedule took six weeks. Besides owner Benedict there was his wife Mary, his sisters Lee and Ann, his brother Joe and his niece Rose Marie.

After Mr. Benedict ran out of family he introduced his non-family employees. When he had gone through the entire list of plant employees he started over again with the family.

"The whole idea behind this kind of advertising," Mr. Benedict explained, "is that it strikes the reader and listener as something different. That's the first attention puller. Then when you change the person every week you again increase interest. Readers and listeners begin watching and listening to find out who will be next.

"Every now and then we put out a dodger or ticket to advertise our service. We mention our employees on this and suggest that it pays to know the man who does your work."

Cleaning of the Green

IF you operate a drycleaning plant in a city where a sizable proportion of the population is of Irish descent, here's an idea for March 17. It was conceived by Johnny Coakley, routeman for Manhattan Laundry of Somerville, Massachusetts.

The first week in March Johnny left with customers a flier, printed in green ink, announcing free cleaning of any green article of apparel which might be worn on St. Patrick's Day. There were no strings to the offer. No other article for cleaning at regular prices had to be included; it wasn't necessary to be a regular customer. The only stipulation was that the article be green.

In Boston, which is said to "have more Irish than Dublin" and celebrates the day with a parade, the idea made a hit. Women told their neighbors and talked about it while shopping in supermarkets. As a result, in Johnny's own words:

"I had cleaning from people who hadn't given me any for a long time. Not only did they send green articles for free cleaning but other garments. In fact, it added substantially to our cleaning volume on apparel *cleaned at a profit*. In addition, it won goodwill and a large amount of word-of-mouth advertising for Manhattan Laundry."

Sized Silks Build Business

WHEN you can get an extra 25 cents on 60 percent of the silks that go through your plant and build repeat volume to boot, you really have an idea.

A year ago R. L. Grigsby, who owns Walport (Oregon) Cleaners, started adding a spray-on size to silks when they came out of the tumbler. He had his routemen and store girls explain the size treatment to all customers. If the size was sold, mention was made on the ticket.

For the first 60 days only about one-fourth of the silks were given the spray-on size at the extra charge. Then Mr. Grigsby prepared samples showing the difference in hand and luster when the size had been

added. Routemen and office girls showed the samples to customers. This did the job. Today 60 percent of the silks which come out of the tumbler go to the spotter for the size, applied with a spray gun.

Size is added without charge to all wetcleaned silks but wetcleaning is held to a minimum. The plant always obtains the owner's permission before wetcleaning a garment if there is any possibility of a later claim.

Since the spray-on size has been used silk volume has climbed. Mr. Grigsby believes this is because the size adds just the right amount of hand and luster to make the owner feel he is getting a garment back from the cleaner with a new-fabric quality.

SAVE ON SOLVENT . . .

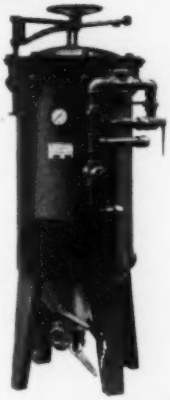
SPEED UP PRODUCTION WITH

TROY

"BUSINESS BUILDERS"

ELECTROCLENE WASHERS

Install streamlined new Electroclene Washers to improve the appearance of your plant . . . save solvent . . . and get increased production. All operating parts of Electroclene Washers are fully enclosed, yet readily accessible. Easy to lubricate. Six sizes: 30" x 30", 30" x 48", 36" x 36", 36" x 48", 36" x 54" and 36" x 64". Motor-driven and belt-driven models.



TROY-OLSON SUPER-FLOW FILTERS

Patented scraper, filter cone design make sludge removal easy. Exclusive backwash system eliminates manual and mechanical scraping. 7 sizes: 1000 through 10,000 gallons per hour.

SUPER-FLOW STILLS (not illustrated)

Heater and pre-heater coils are removable for easy inspection and cleaning. Sturdily constructed, easy to install and operate.

ATLAS DRYCLEANING EXTRACTORS

Recover more solvent . . . get better quality drycleaning in less time and at lower cost. Patented "Center-slung" design provides maximum safety. "V" belt motor driven, available in 40" and 48" diameters. Slower speeds for "system license" cleaners.

WRITE FOR FREE TROY BULLETINS — Bulletins available on all Troy drycleaning equipment, including Troy-Mercury Petroleum Units, Troy-Vic Synthetic Units, Garment Presses. Complete with illustrations and operating details.

TROY LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.

EAST MOLINE, ILLINOIS

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SOUNDS LIKE MAGIC..

BUT YOU CAN DO IT TOO

Five Gallons Of True Dry Cleaning Soap Out Of One Gallon . .

ECONO-CAL CONCENTRATE

And it doesn't require a Magician's wand either. All you need do is take one gallon of Econo-Cal Concentrate and add it to four gallons of distilled solvent . . . any type for any system. Result? Five gallons of TRUE DRY-CLEANING SOAP, at a cost of only about $1.10 per gallon.

THE LOWEST PRICE OF ANY QUALITY SOAP YOU CAN BUY

. . . and that isn't all. The four-to-one mix may be combined with five gallons of water to make an emulsion of wet-soap for use where water action is required.

QUALITY UP . . COSTS DOWN . .

. . . . . results . . . more satisfied customers . . . more on the black side of the ledger. Econo-Cal Concentrate works with remarkable reliability and economy in any type of system . . . using any type of solvent.

Write for special folder. Your Caled Jobber has Econo-Cal Concentrate.

There's a Caled Product for Every Drycleaning Need.

CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

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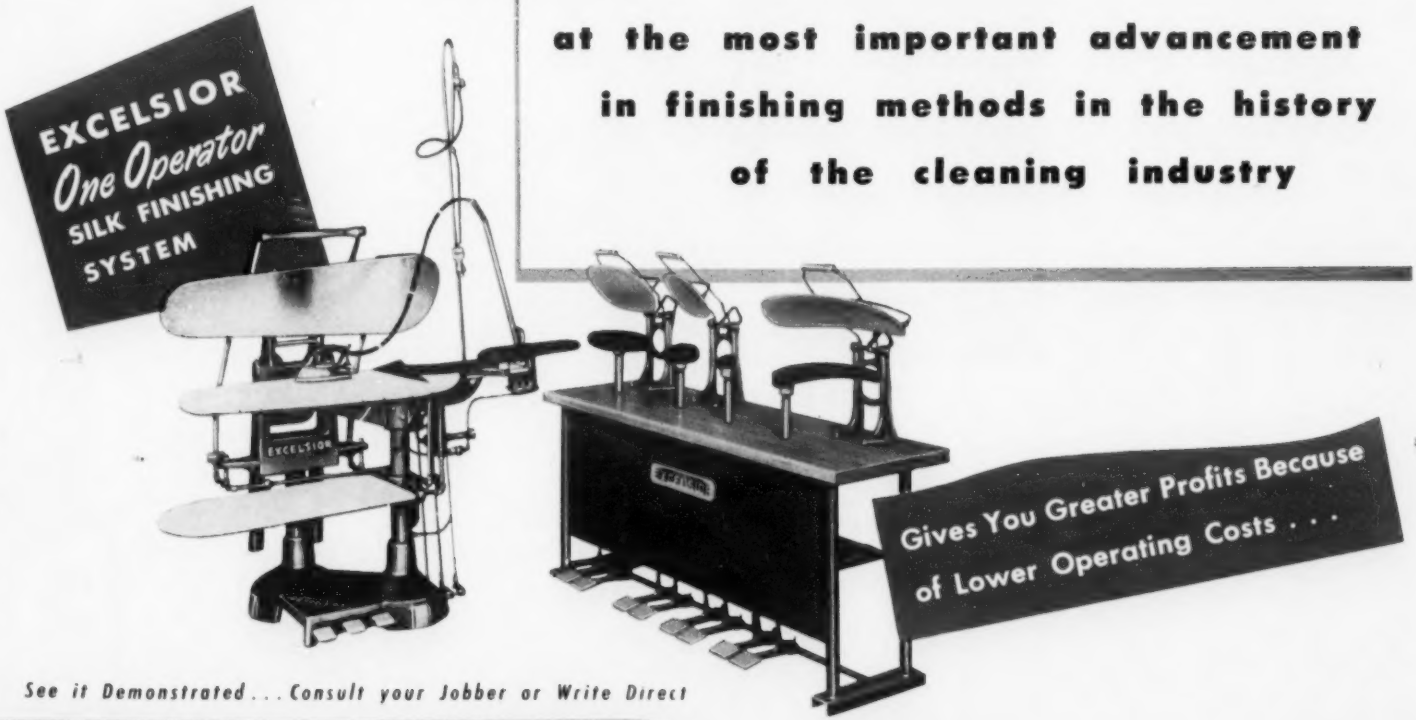
YOU ARE LOOKING

at the most important advancement in finishing methods in the history of the cleaning industry



See it Demonstrated . . . Consult your Jobber or Write Direct

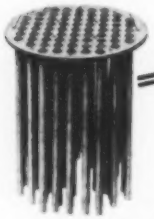
EXCELSIOR MACHINERY COMPANY

1454 RANDOLPH ST. • DETROIT 26, MICH.

Distributors in Principal Cities

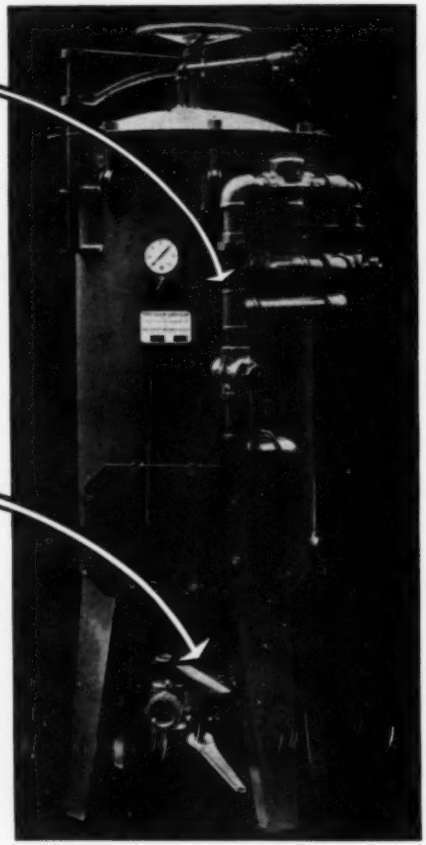
HERE'S WHY - OLSON FILTERS
SAVE SOLVENT, TIME AND MONEY!

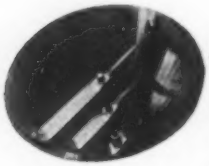
There are two main considerations in choosing a Filter . . . filtering efficiency and ease of operation. The OLSON filters have reached the optimum in both directions . . . thanks to the features shown below. Compare the OLSON with ANY OTHER, and you'll see why OLSON has become the favorite for new installations, modernizations and plant expansions.



BLIND PROOF, UP FLOW TUBULAR FILTER SCREENS

These tubular metal screens offer the largest possible screen area . . . thus increasing filtration rate WITHOUT the forcing that could cause inefficient filtration. The tubes are SUSPENDED in the filter and the FLOW is UP, thereby eliminating all projections and manifolds that collect dirt and sludge. The screens are specially constructed for BACKWASH cleaning . . a faster, more efficient and easier method because there is no dismantling or scraping to do.





EXCLUSIVE CONE-TYPE SLUDGE REMOVER

Cleaning an OLSON filter is really a pleasant surprise. The old way of shutting down, dismantling, scraping, shoveling and just plain hard, dirty work is completely eliminated. The OLSON way is easy, clean and fast. Just set the valves to BACKWASH position, and agitate the special scraper to loosen the mud as it is forced out the cone. This quick, easy method takes but a couple of minutes a day . . . yet it completely eliminates the need for shutting down and dismantling as in older styles of filters.

OLSON filters range in size from 1,000 to 10,000 gallons per hour. Write today for literature and full details on OLSON filters and stills. There is never any obligation.

See the OLSON exhibit at Atlantic City Feb. 4-7, 1951 — Booths 217, 219, & 221

OLSON

OLSON FILTRATION ENGINEERS, INC.
The oldest name in Dry Cleaning Filtration
1624 N. KILBOURN CHICAGO 39, ILLINOIS

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ONLY MOTH-*aseptic* CAN OFFER

all this

- **1. HIGHLY CONCENTRATED** — contains 26% of active ingredients (10 to 50 times more concentrated than other products).
- **2. SIMPLE APPLICATION**—applied right in your wheel at the end of cycle. No special tanks; no sprays necessary.
- **3. LONGER LASTING**—blends so thoroughly with the fibres that it lasts and lasts unless removed by wet washing or if wet soap is used in drycleaning.
- **4. FIVE YEAR GUARANTEE**—so close to true permanence of treatment, we guarantee MOTH-*Aseptic* protection for 5 years.
- **5. UNIFORM TREATMENT**—forms so perfect an emulsion in your wheel that all parts of fabric absorb the right amount of protection. And there are no "blind spots."
- **6. NO EXTRA EQUIPMENT or LABOR**—just mix with solvent in the proportion of 16 ounces of MOTH-*Aseptic* per 100 pounds of dry weight and add to the wheel.
- **7. WON'T "WET" WHEEL**—the extreme concentration of MOTH-*Aseptic* introduces less than 10 ounces of water for each 100 pounds of fabric treated.
- **8. FILTERS ALWAYS CLEAR**—fabrics absorb MOTH-*Aseptic* so completely that there is no build-up to clog or damage filters.
- **9. SCIENTIFIC PROOF**—reports from an outstanding independent research laboratory establish the greater effectiveness of the MOTH-*Aseptic* treatment. Fabrics treated with MOTH-*Aseptic* lost less than 3/10ths of 1% of weight in the actual presence of moth larvae for a period of 28 days. Fabrics treated with other products lost as much as 60% of weight under the same conditions.
- **10. NO CHANGE IN COLOR OR TEXTURE OF FABRICS**—the cationic principle assures uniform absorption and prevents ugly crystallization.
- **11. NO TELL-TALE ODORS**—only the clothes moth and black carpet beetle larvae know the fabric has been treated—no one else does.
- **12. TRUE ECONOMY**—there are no costly extras . . . no extra handling, no extra labor, no extra cost . . . a supply of MOTH-*Aseptic* and you are ready to make plenty of mothproofing sales.
- **13. A BETTER BUSINESS BUILDER**—Customers really appreciate the wonderful MOTH-*Aseptic* treatment. And we'll help you get the word around through window banners and tested sales and advertising ideas. All this means only one thing . . .

There's good news about PERM-*Aseptic*, too. This wonder chemical that keeps clothes "flower-fresh" for days and days is now available at new low prices. Let us tell you how PERM-*Aseptic* fits into your Profit-Plan.

MOTH-*Aseptic* MAKES THE PERM-*Aseptic* FRANCHISE MORE VALUABLE THAN EVER—WRITE TODAY, THERE MAY BE A FRANCHISE AVAILABLE IN YOUR TERRITORY.

MORE *Satisfied* CUSTOMERS

We'll be happy to answer your questions about MOTH-*Aseptic* and PERM-*Aseptic*. Just write or use the convenient coupon.

PERM-*Aseptic* Corporation
432 Waverly Avenue
Mamaroneck, New York

We're from Missouri. Please send us your proof about MOTH-*Aseptic* . . . We'd also like the latest information about PERM-*Aseptic*.

(NAME)

(NAME OF COMPANY)

(ADDRESS)

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GADGETS and gimmicks

Mechanical Piece Count

WE have seen in restaurants a little gadget used by cashiers to tally the various dinner combinations chosen by customers. In Reading, Pennsylvania, John Yorgey is using the same device for tallying pieces in his inspection department.

TALLYING DEVICE is held by John E. Yorgey in position used by inspector when making piece counts

After looking over a lot, the inspector rests the gadget on her arm and walks down the line of garments tallying as she goes. Like using a typewriter, she soon learned to do it almost without looking at the keys. The totals can then be picked off for the one lot, or else the figures are run up higher with each lot and the entire day's totals for each type of garment are picked off at the end of the day.

Since counters are also used over the slick racks coming from the various departments, a check is available against the rack counter readings.

Exhaust Hood Over Presses

AN exhaust hood over the wool presses is going a long way toward cooling off the drycleaning department of the Barrington (Illinois) Laundry & Dry Cleaners during the hot summer months. The drycleaning department is located in a well-lighted 45-by-40-foot room which has good-sized factory-type windows along two walls. In spite of the ventilation afforded by the windows and a large vent in the ceiling, proprietor Ed Gieske thought it would be a good idea to do something about the heat from the wool presses along the back wall.

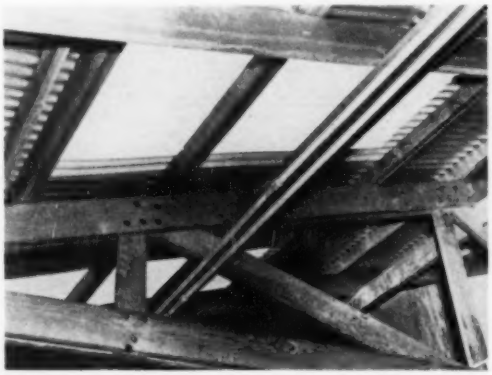
Using thin aluminum sheets, a hood was built out over the presses and run along the length of this part of the wall to an exhaust fan which draws off the heat from the presses. This has added considerably not only to the comfort of the wool pressers but of the operators at the other work stations in the room.

While the arrangement has proved a definite improvement, it is felt even greater good will come of it when the canopy is lowered a couple more feet. At present the hood is about three feet above the press heads when they are in an open position. Lowering the hood another two feet or a little better, it is felt, will get even more of this heat out of the room.

Corrugated Plastic Roof

THE COLUSA (California) Laundry & Dry Cleaners recently completed a 40-by-70-foot pumice-block addition to house a modern drycleaning plant. Partner Ed Ross, an NICD graduate, is in charge.

One of the outstanding features of the new addition is the use of 18 sheets of corrugated transparent plastic sheeting in the roof. This new material is non-inflammable, allows more light penetration than frosted glass, and resists all kinds of weather. The cost was $18 per sheet (2½ by 7 feet), not including installation.



According to Mr. Ross, the plastic skylights give perfect light during the day with no artificial illumination being required, and there is no glare regardless of the angle of the sun's rays on the roof.

YOU HAVE THIS 3 IN 1 CATALOG

USE IT

TO CUT COSTS, SAVE LABOR
all through the plant

REFER TO THE **Dryco** SECTION WHEN YOU NEED **FINISHING** AND SPOTTING EQUIPMENT

Packed with products and ideas that—

- Save Time...Improve Quality
- Increase Production
- Lower Operating Costs
- Make Tough Jobs Easy
- Better Work Conditions
- Economize Plant Space

PLANT *Tested*...PLANT *Proved*

Dryco FINISHING AIDS PAY FOR THEMSELVES...THEN PAY YOU!

MODEL F—Dryco E-Z Squeeze Water Spray Gun. More in use than all others combined. Simple, fast. Just reach, squeeze, to get instant spray. Complete $9.95
MODEL S—Pistol Type Spray Gun. Another famous spray gun by Dryco. Connects to water line at either top or bottom of gun $9.95

MODEL 6033—"Moisture-Conditioned" STEAM ELECTRIC IRON. Does not waterspot, even on low heat. Particularly safe for synthetics. Finish more garments, better, in less time. Super-comfort, cool handle. Preferred in plants everywhere for over 18 years. Complete $33.00

MODEL 3000—Dryco Combination STEAM and SPRAY SPOTTING BOARD. The ideal all-purpose unit. Narrow perforated tip simplifies steam and spray spotting of difficult areas. All-Monel top cannot crack or wear out; is not affected by chemicals. Adjustable height. Complete with garment tray...$135.00

MODEL 1015—LADIES' and MEN'S SHOULDER and SLEEVE PUFFER. Finishes shoulders 3 times faster! Only 6 seconds per shoulder. No puckers, no wrinkles, no shine $59.50

MODEL 1004—PUFFER SET. 4 different heads permit operators to reach and finish difficult ruffles, tucks, sleeves, etc. $195.00

Other puffer sets also available.

CASH IN ON ALL THE ADVANTAGES OF *Dryco* EQUIPMENT

Do More Work, Better, Faster, Easier, at Lower Cost

Order Now FROM YOUR SUPPLIER.... HE IS OUR DISTRIBUTOR

Dryco CORPORATION — DRYCO EQUIPMENT COSTS ONLY A FRACTION OF WHAT IT SAVES — CHICAGO 24, ILLINOIS

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VETERANS

- GI Bill expires July 25, 1951. Only two more General Course classes at NICD under GI Bill—April 9 and July 9.
- General Course graduates who have eligibility time remaining can, under certain conditions, attend Management Course under GI Bill after July 25, 1951. Application and acceptance must be made before July 25.
- Write registrar immediately for full information.

NATIONAL INSTITUTE OF CLEANING AND DYEING

Silver Spring, Maryland

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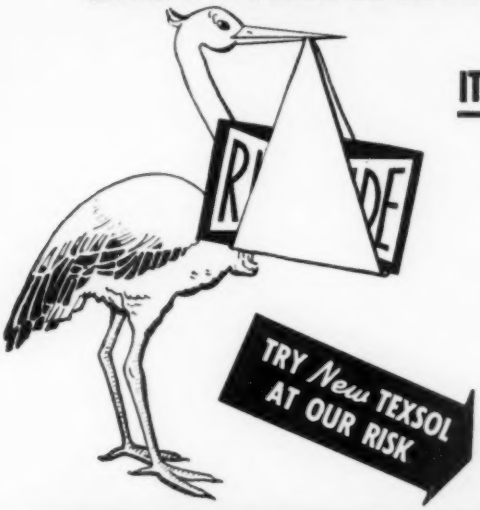
THERE'S A NEW ARRIVAL IN THE RIVERSIDE FAMILY...

New TEXSOL

A Most Unusual Low Cost

DRY CLEANING DETERGENT



...and

IT SHOULD REMAIN AVAILABLE

***New* TEXSOL ADVANTAGES**

- Will Run Uniform — Light in Color
- Will Not Discolor Solvent
- Contains Practically No Water
- Water Can be Added to Fit the Job
- Makes a Quick Emulsion with Water
- Emulsion Disperses Perfectly in Solvent
- Cannot Become Rancid or Leave an Odor
- Does Not Affect Filter Pressure

We'll ship a 5 gallon can, freight prepaid and if you don't find NEW TEXSOL the best dry cleaning detergent you have ever used, we will cheerfully cancel the charge.

RIVERSIDE

MANUFACTURING CO.

4919-27 CONNECTICUT ST.

ST. LOUIS 9, MISSOURI

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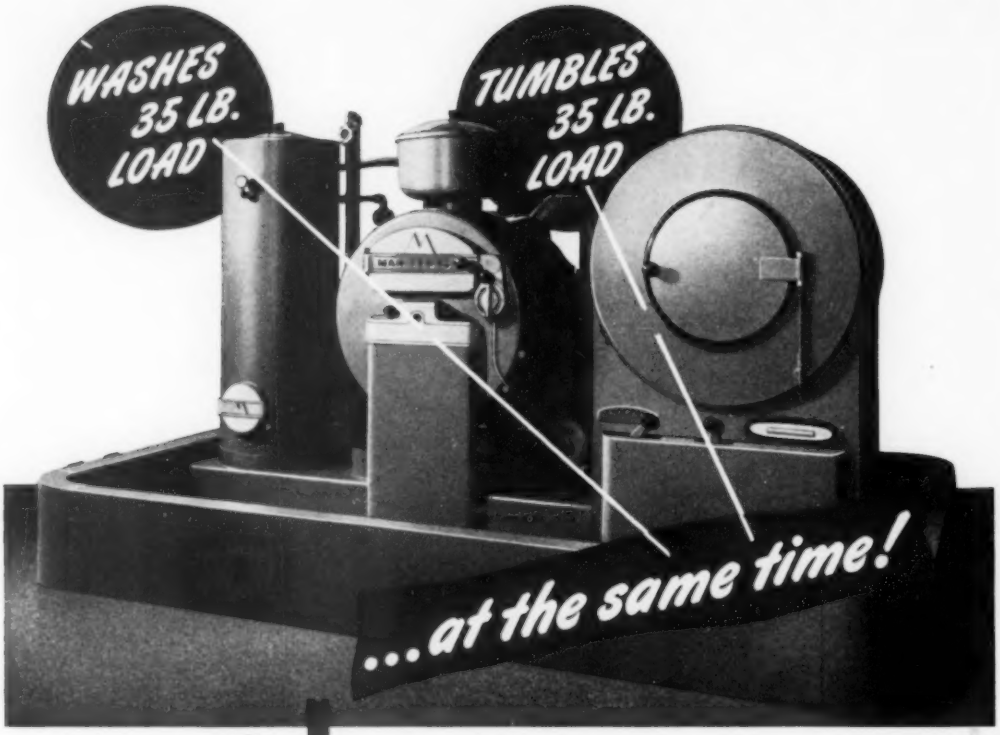

$4350*
F.O.B. Manitowoc, Wis.
COMPLETE
Tank, Still, Filter, Washer-Extractor and Recovery Tumbler

105 POUNDS PER HOUR

Manitowoc double drum design provides maximum capacity per dollar of investment. Washer-extractor drum holds 35 lbs., and since recovery tumbler with equal capacity is operated simultaneously, total capacity is doubled. Operating on a 20 minute wash-extract cycle, and a 20 minute recovery cycle, results in 105 lbs. of finished dry cleaning per hour.

Dual drum design provides additional advantages. Each drum is specifically designed for its purpose. The washer-extractor drum is designed to provide thorough cleaning and saturation. The tumbler drum is larger for more complete aeration and solvent recovery. The result is faster, better, cheaper dry cleaning.

TUMBLER SOLD SEPARATELY—$1150 f.o.b.

Recovery tumbler may be purchased separately if desired. 36" x 30" drum, complete with motor, fan, temperature regulator, heating and cooling coils, and lint trap. Highly efficient, finest materials and workmanship.

PRICE INCLUDES

1. Factory planned installation and complete operating instructions.
2. Six month service guarantee, plus scheduled inspections by factory trained representatives.
3. One year guarantee against defective parts and workmanship.

*Price quoted on three phase current, single phase $45 extra.

Mani *Synthetic* PERCHLOR DRY CLEANING UNIT

MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO.
512—16th Street
Manitowoc, Wisconsin

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Problem

This lady is very unhappy. She should have changed her dress—but she didn't and now she has paint on it. You will get this dress very shortly and she will expect RESULTS.

Solution

BUCKEYE Paint, Oil and Grease Remover is just the "ticket" for this. It can be used with either Petroleum, Synthetic Solvent or Water. It not only removes paint, but grease, oil, shoe polish, salad oil, lipstick and some inks as well.

Results

The lady will be pleased and you will be surprised at how economically and easily BUCKEYE Paint, Oil and Grease Remover enables you to give this service. It is safe on *all* types of silks, delicate synthetics and sturdy fabrics.

BUCKEYE

PAINT, OIL & GREASE REMOVER

THE ORIGINAL WET OR DRY SPOTTER

THE DAVIES-YOUNG SOAP COMPANY, BOX 995, DAYTON 1, OHIO

Please send a generous free sample of BUCKEYE Paint, Oil and Grease Remover, prices and full instructions for its use. NCD-251

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National CLEANER and DYER

Vol. 42, No. 2 EDITORIAL February, 1951

WORKING CAPITAL

WE have just completed an interesting interview with a 50-year-old drycleaner. He has been in the business for most of his adult life. During that period he started and operated several very good drycleaning businesses. Each of these he was forced to sell at a time when he should have been making plans for further expansion.

In each case the cause was the same; he had extended too much credit and his working capital was down to the vanishing point. He could not much longer pay bills or meet his payroll. In each case he sold out, usually at a modest profit. But he would much rather have hung on and made the worth-while profits that were due him from a healthy, going concern.

We don't know whether he was an easy touch for a sob story, or afraid of hurting somebody's feelings, or what. But we do know that he has now started a new business. We know that the bank told him that it would be glad to help finance his plant, on one condition—his business must be *strictly* cash-and-carry.

As usual, his volume is picking up with a rush because the man does beautiful work and gives good service. For a change, his new business is in healthy condition. Nobody owes him a cent; he's discounting his bills.

The moral isn't that drycleaners should not extend credit. The moral is that if a drycleaner is unable to control his credit and thereby endangers his working capital, he is much better off to lose a few charge customers and operate his business on a strictly cash-and-carry basis.

HAPPY PLANT

WE took a few minutes off in Mt. Dora, Florida, to watch an orange-packing plant at work. We were struck by the cheerfulness of the employees and the way they looked their bosses in the eye while answering questions courteously and smilingly. One of the party remarked that it seemed like a "happy plant."

Credit for the congeniality that was in the air should be given to the boss who took us through. We noticed that after she had explained each process to us and we were ready to move on, she also had time for a few words with each employee working at that point. Calling them by name she inquired of one about a sick member of the family, of another about his experience in trying to volunteer for the Air Force, waiting in each instance with genuine interest for the employee's answer. We were guests meeting members of the family—not visitors viewing the scene from the boss's ivory tower.

We were reluctant to leave after the tour and one by one the party remembered friends to whom they wished to send baskets of tree-ripened fruit. Before we were through we had placed a surprisingly large order.

A day later we were talking to a drycleaner who was building, with terrific effort, a small drycleaning plant up from nothing. We discussed a lot of his problems and his plans. Then after a lull in the conversation he earnestly blurted out, "I want above all else to have a 'Happy Plant'."

Here we have clearly drawn both the effect and the cause. In order to have a happy plant the management must sincerely want one. It is not just a recognition that good employee relations make for bigger profits at the end of the year. It must be a deep, abiding desire to treat employees as human beings, not only with equal rights but also equal needs.

That is why it is impossible to list 12 rules for making a happy plant. Clean toilets and a place for employees to eat, another place to store their personal belongings, and adequate light—all these things are also available in America's better prisons.

Maybe the cardinal rule for conducting a happy plant is the Golden Rule!

CUTTING CORNERS

WE saw a terrific Bowl game on New Year's Day. The team that lost would have won but for a clipping penalty. Some blocker knocked an opponent down from behind, and nullified a touchdown that had been made after one of the prettiest pieces of broken field running we have ever seen.

The team lost by a narrow margin when it could have won by a much greater margin. The importance of that one ill-chosen action preyed on our mind for some time after the game.

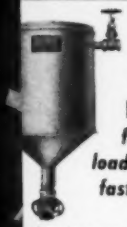
We wonder how often in our lives some impulsive, inconsiderate act forfeits for us benefits out of all proportion to the importance of the act.

How often do drycleaners by cutting corners, little corners, in their quality, in the service that they could give the customer, in their treatment of employees—how often do they cheat themselves out of substantial benefits?

That is something that only each man himself can guess at and answer, but it is a sobering thought. And it was a dirty shame that the guy who made that beautiful run cannot have his name in the record books as making the winning touchdown.

BISHOP *Cleaners* WORK-SAVERS

Improve efficiency—speed production—reduce cleaning costs



BISHOP FILTER POWDER INJECTOR
for cleaner loads, cleared faster, easier

Powder goes direct to filter, away from garments. Saves steps, hours of time. Easy operation.
No. B67

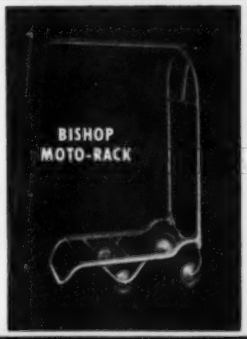
BISHOP MOBILMARKR

BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes:
B2-133D (120#)
B2-131D (200#)

BISHOP MOTO-RACK

New, faster way to ROLL bagged work to delivery . . . carries 50 assorted, bagged garments, without crushing or wrinkling. Saves labor. Very maneuverable and compact.
B24-10



BISHOP MOTO-RACK

BISHOP PRESPOTTING TUB

Prespotting Tub: Perfect for new Spra-Spotting technique. Use also for fragiles and for wetcleaning. Size 53" x 19" x 27" high. Has draw-off valve and soap tray.
No. B20-1

BISHOP BAG-O-TEER

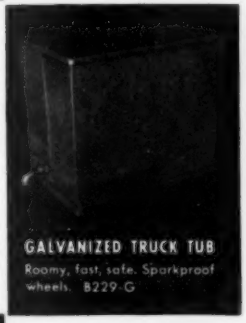
ined bagger, desk and over-rack (for 3 sizes of bags) plus ge for reserve bag supply. efficient, easy bagging in one e yard of space. Heavy non-ase needs no floor lags.
B30-1

CLOTHES CARTS

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs.
No. B2-100

BISHOP SPOTTING BOARD

All-Monel 53" top has 16" perforated tip. Adjustable garment tray with splash apron.
B21-5



GALVANIZED TRUCK TUB
Roomy, fast, safe. Sparkproof wheels. B229-G

BISHOP OTHES CARTS

BISHOP DRI-TOP IRONING BOARD

Perforated metal top with coiled steam pipe underneath. Moisture dries instantly for finer, faster finishing. Fireproof.
B4-12

Cuts sorting and assembling time in half!
Uses half the labor! Half the floor space!
Buy it for stores—branches—plants!

BISHOP SELF-ASSEMBLING SORTING REEL

Each slot self-assembles a complete order.

Match last 2 numbers to tag number.

Height adjustable from 62 to 80 inches.

Automatic Sorting for *Every* Cleaner, Regardless of Size

Bishop Reels *automatically* assemble your finished garments . . . quickly, accurately. Operator stands in one spot, spins reel to slot number that matches last two digits of invoice number, hangs garment. Reel saves her 25 miles of walking daily. Adapts to any size plant or store, any lot or sorting system. pays back its cost the first month. Order now! Prices and delivery subject to conditions prevailing at time of shipment.

SPECIFICATIONS
Diameter . . . 4 ft. (loaded 6 ft.)
Floor Space (loaded) . . . 6 x 6 ft.
Holds 300 dresses or 200 suits.
Shipping weight . . . . 170 lbs.

G. H. BISHOP CO.

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO. MANUFACTURERS SINCE 1893

Week Ending	Plant Store						Branch A						Route			
	Regular		Deluxe		Shirts		Regular		Deluxe		Shirts		Regular		Deluxe	
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
Jan. 6	600	673	125	128	120	116*	225	231	35	36	30	26*	180	208	150	171
	600	673	125	128	120	115*	225	231	35	36	30	26*	180	208	150	171
13	650	652	75	73*	110	108*	225	235	35	33*	30	28*	200	213	125	129
	1250	1325	200	201	230	223*	450	466	70	69*	60	54*	380	421	275	300
20	550	637*	75	71*	110	107*	210	214	30	31	30	27*	170	194	125	128
	1800	1862	275	272*	340	330*	660	680	100	100	90	81*	550	615	400	428
27	550	542*	75	69*	110	110	210	218	30	33	30	30	170	192	125	124
	2350	2404	350	341*	450	440*	870	1098	130	133	120	111*	720	807	525	582
Feb. 3	500	523	75	76	110	112	200	228	25	29	25	31	150	171	110	116
	2850	2927	425	417*	560	552*	1070	1326	155	162	145	142*	870	978	635	668
10	500	498*	75	75	110	109*	200	206	25	27	25	29	150	160	110	112
	3350	3425	500	492	670	661*	1270	1532	180	189	170	171	1020	1138	745	780

SUCCESSFUL BUDGETARY CONTROL

Part I. Planning for Profit and Profiting by a Plan

by GORDEN McKEE

Plant Manager, Jarmain's, Ltd., London, Ontario

BUDGETARY control is an effective tool for insuring profits. However, unless certain principles and precautions are observed, it will fail and may even be dangerous. Many attempts to apply a system of budgetary control have been unsuccessful and the systems have been dropped. It is hoped that this article may indicate the causes of some of those failures and stimulate some second attempts.

First, it should be pointed out that the preparation of an adequate budget and the introduction of a system for using it effectively, as a control device, are long and arduous tasks that must be performed by the plant-owner or general manager himself. The tool is for his use and only he can use it. He cannot delegate it to a bookkeeper.

However, the simplification that budgetary control provides in controlling day-to-day operation fully justifies the initial effort. This fact should be kept in mind during the reading of the article to prevent the reader from becoming discouraged.

The Sales Budget

The sales budget should be set on a basis of reasonable expectation. It should be low enough for its realization to be a certainty, and high enough to provide a net profit that justifies the investment and satisfies the reasonable requirements of the proprietor. In most cases those two limits will be found to be quite close together.

A rough rule of thumb for a progressive business is to budget next year's sales at this year's actual volume. If the business is not progressive then it requires something more than budgetary control.

A very high proportion of the expenses of operating a drycleaning plant are fixed with respect to any reasonable period of time. In addition to the items that are usually considered to be fixed—taxes, insurance, depreciation and rent—there are a great many others that management cannot, in fact, vary without making some major change in plant, organization or policy. These include such items as fuel, which is largely fixed by the nature of the boiler, the salaries and wages of a great many of the employees, who simply are not laid off and rehired as sales go up and down, and such expenses as advertising, for which there should be a long-run program. In most cases it will be found that about 75 percent of the total expense of the business is fixed.

Once these fixed expenses have been budgeted and a system has been installed to control them at the budget levels, it is very difficult to reduce them. Therefore, a failure to achieve the budgeted volume of sales by even a small amount will quickly wipe out the budgeted profit. On the other hand, if the sales exceed

*I	TOTALS							
SHIRTS		REGULAR		DELUXE		SHIRTS	
Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual
25	18*	1005	1112	310	335	175	159*
25	18*	1005	1112	310	335	175	159*
25	17*	1075	1100	235	235	165	153*
50	35*	2080	2212	545	570	340	312*
25	17*	930	945	230	230	165	151*
75	42*	3010	3157	775	800	505	463*
25	19*	930	952	230	226	165	159*
100	61*	3940	4109	1005	1026	670	622*
25	19*	850	922	210	221	160	162*
125	80*	4790	5031	1215	1247	830	784*
25	21*	850	864	210	214	160	159*
150	101*	[illegible]	[illegible]	[illegible]	[illegible]	990	947*

SAMPLE SALES BUDGET that reveals trends quickly. First line (black) opposite each week is budgeted and actual sales for week; second line (red) is year-to-date figure. Stars show figures falling below budgeted amounts. This theoretical record could represent poor-quality shirt being improved by January 20, resulting in Branch A hitting budget by February 10, other outlets showing steady improvement. Also, salesgirl in plant store needed better training in handling customers courteously and efficiently. Note how quickly trends in outlets that are opposite to general trend are revealed!

budget the profit will increase rapidly because, under a good system of budgetary control, the fixed expenses are not likely to exceed budget even though the sales do. This point can be made clear by means of an example:

year. Nothing phenomenally good or phenomenally bad ever happens. A manager who is paying attention to his business can forecast his next year's sales volume within the accuracy required for budget purposes, bearing in mind he wants his forecast to be low rather than high.

To make such a forecast it will probably be necessary to study the sales of each service through each outlet separately. It is a fussy detail job but it can be done. Why it is worth doing will be explained below.

Budgetary Control of Sales

After the sales budget has been drawn it should be broken down by services and outlets, if that has not already been done in drawing it up. The budgeted sales for each service and each outlet should then be distributed among the 52 weeks of the year.

A common and quite satisfactory method of doing that is to compute the average volume of business for each week of the year over the past five years, then to express each week's average as a percentage of the average annual volume and to apply those percentages to the budgeted annual volume for next year. Some adjustments should then be made, on a basis of common sense, for holiday weeks and the date of Easter. The percentage figures should be computed separately for each service because the different services may have different seasonal characteristics.

A columnar sheet or notebook should be set up, allowing two columns for each service in each outlet. The budgeted sales figures should be entered in the first columns using alternate lines for the weeks. Cumulative figures should be carried forward on the intermediate lines. The actual figures for both the week and the year to date should be filled in in the second columns each week as the year progresses.

Such a record provides the manager with a continuous comparison between budgeted and actual sales on both a weekly and a cumulative basis, and by services and by outlets. He should fill in the actual figures from his sales report himself because writing the figures down will impress them on his mind. It will take him less than an hour to do so.

If the existing form of sales report does not give

	Budget		Actual Sales Less Than Budget		Actual Sales More Than Budget	
Sales	$100,000	100.0%	$90,000	100.0%	$110,000	100.0%
Fixed Expense	67,500	67.5%	67,500	75.0%	67,500	61.3%
Variable Expense	22,500	22.5%	20,250	22.5%	24,800	22.5%
Total Expense	90,000	90.0%	87,750	97.5%	92,300	83.8%
Profit	10,000	10.0%	2,250	2.5%	17,700	16.2%

If, in the first case, the manager of the business had budgeted for a $90,000 sales volume—or better still for an $85,000 sales volume—when making the budget, he would have undoubtedly found some way of reducing his fixed expenses to about $60,000 and he would have made a profit of $9,400.

The simplicity of this point should not be allowed to detract from its importance. It is the sine quae non of successful budgetary control.

In case any reader takes the position that he cannot tell what his next year's sales are going to be, it can only be said that he should be able to. The drycleaning business is a steady one. There is no style factor to contend with. Its seasonal variation repeats itself year after

all of the required data it must be expanded. Such an expansion will usually reduce the work of the office and bookkeeping staff because it is generally accomplished by eliminating some summarizing operations.

If the manager finds that his actual sales are in excess of budget both for the week and cumulatively and for all services and outlets, then he can know that he will make his budget profit as far as sales are concerned, and he need not concern himself with sales matters for another week. His time and his mind are thereby left free for other important matters. This should be the situation in most weeks of the year if the sales budget has been well drawn.

It is the writer's practice to mark with a red cross,

for future reference, but to take no action on a failure of the sales of one service or one outlet to reach budget in one week. If, however, the sales of either a service or an outlet fail to reach budget for several weeks some investigation is indicated. If the cumulative sales of a service or an outlet fall below the cumulative budget some action should be taken.

The method described above is simple to apply. It gives early warning of any tendency for sales volume to decline below a profitable level. It also gives a clear indication of where the trouble, if any, lies. However, the greatest benefit that it confers is that it tells the manager each week whether or not he has any reason to be concerned about sales and relieves him from continually wondering whether or not he is doing enough business to make the profit he wants. Thus it keeps him from wasting time on nonexistent trouble.

The Labor Budget

The labor budget should be divided into two parts, fixed and variable. The industry is inclined to treat labor costs as though they were completely variable with volume. The common practice of expressing labor costs as percentages of dollar sales has led to an unconsidered assumption that they are more nearly variable than they are. The results are wrong interpretations of operating figures and confused thinking. Again a simple example will illustrate the point:

A reasonable labor-cost budget for a plant doing an annual volume of $100,000 would be $600 per week plus 15 percent of dollar sales. For an average $2,000 week, then, its payroll budget would be $600 plus $300 (15 percent of $2,000) or $900, which is 45 percent of sales. Suppose that during a peak week of $2,800 sales the payroll was $1,100 or 39.3 percent. The management might assume on the basis of the percentage that it had done well. However, the payroll budget for that week would be $600 plus $420 (15 percent of $2,800) or $1,020, so that the management should actually be censored for going $80 over the budget allowance.

On the other hand, suppose that in a low $1,200 week the payroll was $750 or 62.5 percent of sales. On the basis of the percentage the management might feel disappointed. However, the payroll budget for that week would be $600 plus $180 (15 percent of $1,200) or $780, so that it might congratulate itself on saving $30.

Some readers will be surprised by and inclined to doubt that the above figures are typical. However, there are two conditions of the drycleaning industry that explain why they are:

In the first place, the industry employs a comparatively large number of individual skills—route drivers, store clerks, markers, cleaners, spotters, menders, wool pressers, silk finishers, inspectors, shippers, engineers, janitors, superintendents, office clerks and managers.

In the second place, the industry is made up of small units. A $500,000 annual sales volume is large. Therefore, the number of employees in any one department of a plant is usually small and often only one person.

Under such conditions it is very difficult to increase or decrease the labor force with sales volume and labor costs tending to become fixed. In a plant handling up to $200,000 per year of sales there is likely to be only one drycleaner and his salary is the cleaning-room labor cost whether the sales for the week are $5,000 or $2,500. The same principle applies to all departments.

This rigidity in labor costs can be relieved to some extent by combining—having the bookkeeper answer the telephone, having the markers work in the shipping room in the afternoon, having the cleaner fire the boiler and so forth. This method, however, is not usually applied. Drycleaning is like golf or fishing in that one always expects it to be better next week. The drycleaner is always reluctant to disturb an organization. He hesitates to let an employee go because she may be needed again. Labor within a plant is not mobile.

In practice, the only labor costs that are really variable are the piece rates paid to pressers and the commissions paid to salespeople—and even in those cases there is usually a minimum guarantee that has to be paid in low weeks. Labor costs are actually largely fixed in any drycleaning plant and this fact must be recognized in setting a labor-cost budget.

To set a proper labor-cost budget, three separate figures must be produced: the amount of the fixed weekly wages; the annual amount of the piece rates, commissions, and other completely variable wages, and the annual cost of overtime and other emergency wages.

The fixed weekly wage budget should consist of a list of the personnel who will be employed throughout the year with either their weekly salaries or their hourly rates times the standard number of hours that the plant operates per week. This list should be drawn carefully on the basis of future plans rather than past experience. It is likely that the possibility of effecting some economies will appear during the process of drawing it.

As in the case of the sales budget, the labor-cost budget should be drawn by the general manager of the business. But if he is going to delegate any of the responsibility for realizing it to a superintendent, he should have that superintendent beside him while it is being drawn so that differences can be resolved before they get into the budget. Care should be taken to insure that all fixed-wage items are included, including minimum guarantees of personnel who are usually paid piece rates or commissions.

The annual cost of piece-rate and commission wages should be found by applying the intended rates to the volume of business shown in the sales budget. That is easy enough to do in the case of commissions but in the case of piece rates it is necessary to convert the dollar sales into physical quantities before the rates can be applied. It is not good enough to say that the cost of pressing labor should be 8 percent or 10 percent or 12 percent or some other percent of sales.

Most plants can convert their dollar sales into poundage on the basis of past records. Some can break the poundage figure down to wools, silks, and miscellaneous. Few plants have the data available to convert poundage figures into numbers of different classes of

Sanitone MC Mothproofing Stops All Chance of Moth Damage
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Sanitone WR Water-Repellent Treatment Protects All-Weather Garments—Restores Shower-Proofing

Now the Sanitone dry cleaner can offer mothproofing that really works! Tested under every possible condition, Sanitone MC is backed with a positive one-year guarantee.

Conceived as a business builder to get new customers and increase revenue from old customers—Sanitone MC mothproofing is proving its worth to licensees all over the country.

Another example of how Emery keeps Sanitone licensees ahead of the parade is the remarkable new Sanitone WR Water-Repellent Treatment! It not only restores shower-proofing to all-weather garments, but gives all clothes a like-new feel!

Both Sanitone MC and Sanitone WR are real business builders; they bring dry cleaning customers back for more!

Write today for the details of the Sanitone program of improved, money-saving dry cleaning methods . . . proved merchandising plans including Sanitone MC and WR.

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garments and a study may have to be made for a week or so to determine the characteristics of the plant.

It is beyond the scope of this article to describe how to make such a study. In some way, however, a realistic estimate of piece-rate costs must be made or the resulting budget will be worse than useless. The annual budget of variable labor cost should then be expressed as a percentage of the budgeted sales volume.

A warning should probably be added that if minimum guarantees to commission or piece-rate workers were included in the budget of fixed weekly labor cost the amount of those guarantees should be excluded from the budget of variable labor cost.

The annual cost of overtime and emergency wages can usually only be guessed on the basis of past experience. The overtime practices of the plant and its rate of labor turnover will affect this figure but it should not exceed 5 percent of the other two items. The amount is not very important because a serious attempt should be made not to spend it, anyway.

After the three figures described above have been determined, the total labor-cost budget can be expressed as so many dollars per week fixed, plus so much percent of sales variable, plus so many dollars per year to take care of overtime and emergencies.

Budgetary Control of Labor Cost

There are two steps in the budgetary control of labor cost. The first is to see that no more personnel are employed and that they are not paid at higher rates than the budget provides. The second is to check weekly to be sure that neither of the above errors has been made.

It is easy to carry out the first step. You simply do not hire personnel or raise rates of pay without first checking in and obtaining authority from the budget. In case supervisors have authority to hire for their own departments, the total budget should be broken down to departmental budgets and the supervisors should be instructed to exercise the control described above in their own hirings.

It might be pointed out that it simplifies the supervisor's responsibility to provide him with an exact list of personnel to be employed and the rates to be paid, rather than to ask him to control his labor cost at some percentage of his department's sales. The one can be made quite clear to him, while the other will always be confusing. Such a simplification in his cost responsibility should enable him to give more attention to the control of service, quality and other important but frequently neglected matters.

Some readers will object that such a tight control cannot be applied—that situations will arise where departures from the budget will have to be made. The answer is that if the sales and labor budgets have been properly drawn such situations should not arise.

If, however, an unforeseen difficulty does crop up, the budget should be reworked in relation to the new situation and showing its effect on the profit before deciding whether the situation should be accepted or fought. In other words, the budget should be used as a guide to decision in difficult, unanticipated situations. It may be that the budget's greatest usefulness is in such situations. The number of impossible things that can be done is surprising, once their effect on profit is understood and appreciated.

A convenient method of carrying out the weekly check is to set up a notebook or columnar sheet with seven columns as follows:

1. Date or number of the week.
2. The fixed weekly wage budget.
3. The variable wage budget for the week—a percentage of the week's sales.
4. The sum of Columns 2 and 3 which is, of course, the total wage budget for the week, less any allowance for overtime or emergency pay.
5. The total actual payroll for the week.
6. The difference between Columns 4 and 5 which is the loss or gain from budget.
7. The amount of the annual allowance for overtime and emergency wages, plus or minus the cumulative gain or loss from budget as shown in Column 6.

The weekly figures should be entered on alternate lines and the intermediate lines should be used to carry cumulative figures forward. Only cumulative figures are entered in Column 7. Thus the amount shown in that column is always the amount that can be spent during the remainder of the year for overtime or emergency wages or, conversely, the amount that can be added to profit if no such wages are paid. Management should attempt to keep this figure as large as possible. In some cases it may be advisable to pay out a portion of it at the end of the year as a bonus to managers and supervisors.

In any week in which the total payroll is less than the budget allowance shown in Column 4, the manager of the business need not concern himself further about labor cost. Furthermore, in such a week there is absolutely no need for the office staff to make any distribution of the payroll to departmental cost accounts, so that there is a possibility of saving considerable clerical labor. If the firm's accounting system requires such a distribution, it is suggested that the firm change its system to delete labor from the departmental accounts and charge it all into a single labor-expense account. A considerable saving in bookkeeping cost will result with no loss of control because the weekly control described above is much more effective than any accounting control could be. Furthermore, by deleting labor from the departmental accounts the remaining items in those accounts can be made to stand out much more clearly.

If, in any week, the total payroll exceeds the budget allowance for the week, management should make a detailed comparison between the payroll and the budget, going over it person by person. Such a comparison will take only an hour or less to make. As far as the hourly paid and salaried personnel are concerned, it is simply a matter of checking off on the payroll sheet those persons for whom there is provision in the budget, and then seeing if there are any extra employees on the payroll or if any authorized employees have been paid more than the budget provides for them.

The piece-rate and commission wages paid can then be totaled up and compared with the percentage allowance provided in the budget. Such a comparison will probably suggest directly the corrective action that is required. Even if it does not, it will at least point to the source of the trouble.

However, if the budget has been properly drawn and if the first step of the control procedure has been carried out, there should be very few weeks in any year when such a comparison will be required. In other words, a good system of budgetary control should relieve the manager of all labor-cost worries except during the few days each year when he prepares the budget itself. Again, the system should prevent him from wasting time on nonexistent trouble and permit him to spend more time on other aspects of the business or his hobbies. # #

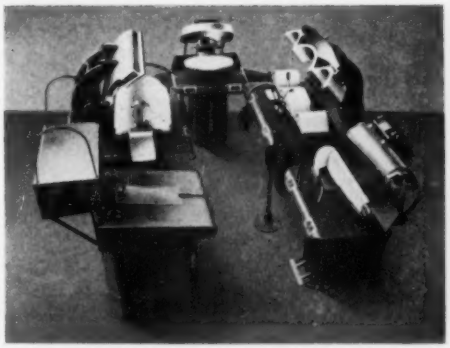
Part II of this article, which will appear in our March issue, takes up the budgeting of expenses and summarizes the uses and advantages of budgetary control.

Every Month Has at Least 4 Shirt Days *

* 4 Days to Capture Regular Weekly Drycleaning Volume

Shirt laundry service builds big repeat business. And not just on shirts alone—on drycleaning, too! For, as the homemaker comes back each week for the fine shirt finishing you do with your Hoffman Laundry, she brings along drycleaning.

Get in step with the times. Ask your Hoffman representative for the "double profits from small investment" story on the Hoffman Shirt Laundry—before you miss another shirt day.



THE HOFFMAN 3-GIRL SHIRT LAUNDRY—A complete wash-to-finish set-up for fast, high-quality production. Two girls on finishing. Includes all items (accessories and instructions, too) . . . needs only 10 x 20-foot area. Call or write for Bulletin A-741 *now*.

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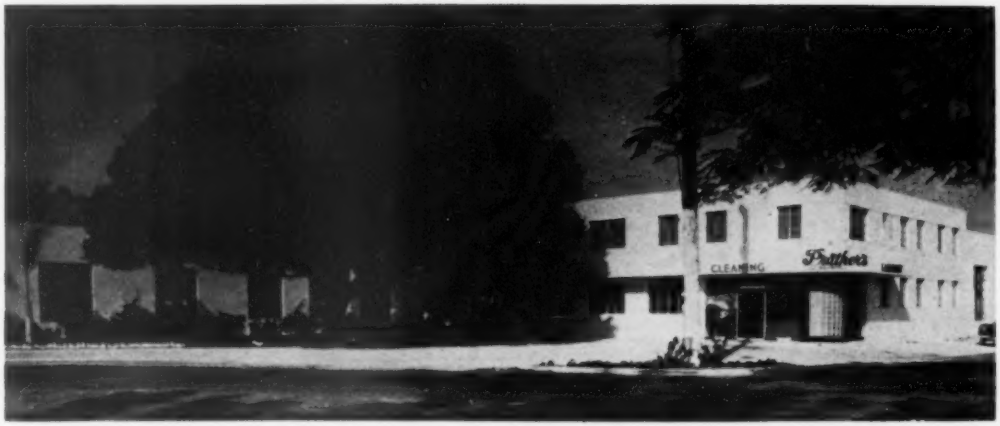


LETTERING AND STORE TRIM of Prather's new plant at Fort Myers are brilliant blue

RESORT-TOWN SUCCESS STORY

New Building Is a Milestone in Growth of Business Based on Highly Seasonal Volume

by WILLIAM R. PALMER

MANY drycleaners moan because two or three months' business drops to 50 percent of their capacity. Yet Frank Prather and C. B. Randall at Prather's Laundry and Drycleaning in Fort Myers, Florida, like most businesses in that state, operate at capacity only two months in the year. Six months of the year business is hardly 30 percent of capacity.

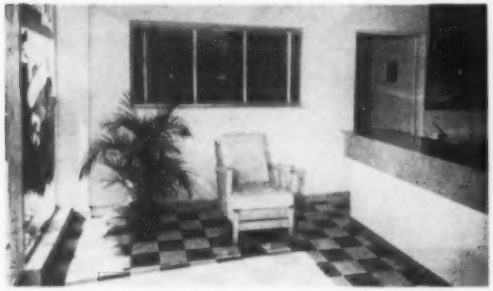
There is, of course, one alleviating circumstance. In the wintertime enough transient skilled or semi-skilled help moves South so that the work force does not have to be built up of green help every season.

Prather's has been a successful business starting from a galvanized iron shack and antiquated equipment purchased during the depression, and steadily developed by intensive promotion, good service and good quality at a reasonable price.

This story is a description of some of the details included in the brand-new building of the Prather plant and of some of the methods used to build the volume. The plant details are described in the captions of the pictures.

One factor in the wide acceptance of Prather's services is Frank Prather's activity in local affairs and willing community service. He is serving or has served as an official in several fraternal organizations, church activities, Chamber of Commerce and country club.

In addition, Mr. Prather and Mr. Randall have always been alert to publicize the company on every possible occasion. They really went to town with the open house of the new building. Promotion included not only publicity releases and heavy mailing of a four-page brochure describing the plant, but a couple



COUNTER AND DARK BLOCKS on floor are bright blue, remainder is white. Chair is bright yellow

HOSPITAL CLEANLINESS of Prather store is relieved by enlarged photographs on walls

LIKE A SPONGE, DRISYN has an insatiable appetite—particularly for fatty acids and moisture. It searches out the fatty acids, absorbs them, and then carries them to the filter—*without* causing pressure!

And as for moisture, no matter how much there is in the garments or atmosphere, DRISYN will absorb it all . . . and hold it in suspension almost indefinitely!

DRISYN is the original *complete* concentrate. It's *all* pure detergent . . . contains no solvent—no inactive materials. DRISYN is the versatile *one* soap for all . . . cleans all classifications—all colors and fabrics.

DRISYN is economical—one 5 gallon pail makes 275 gallons of the finest soap you've ever used—at a cost as low as 25c a gallon!

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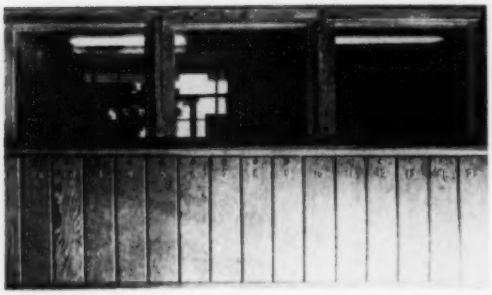
INDIVIDUAL LOCKERS for drivers' receipts and records makes it unnecessary to keep clerk on duty until last driver checks in. This view is from office side



DRIVERS' LOCKERS from plant side. Drivers have individual keys, clerk has master key. Windows permit communication between plant and office employees without crowding office

of club luncheons given by Prather's at the plant.

The luncheons featured a promotion angle novel to the sensitive drycleaning and laundry industry. Employees posed in different departments with saws, hammers, scissors and various other tools which were said to damage the garments sent in by customers. This kidding the public about their insistence that the service industries deliberately damaged garments was well and humorously received by the visitors.

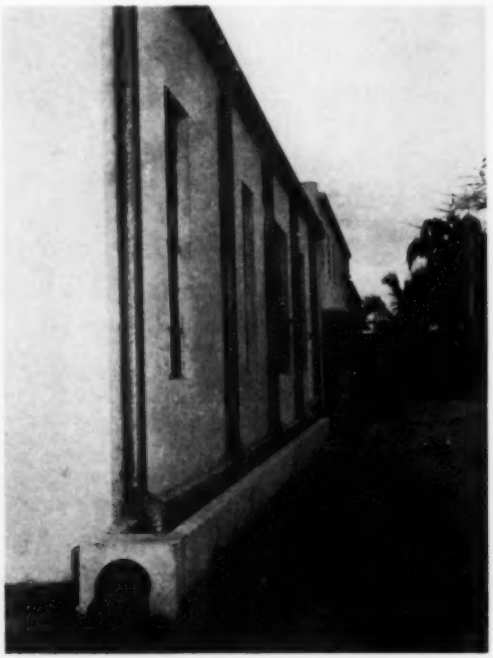
Mr. Randall conducts a persistent series of routemen's contests. Generally he features the less accepted items in the various contests. That is, during one month prizes will be for highest amounts received for shoe repair, another month for pillow cleaning (which has been very successful), another month for blankets, etc.

Frequent sales meetings are held by Mr. Randall, bringing in as often as possible some outsider to address the group and vary the programs. These people are allied tradesmen, or local townspeople qualified to discuss special phases of selling.

In addition to the direct stimulation of the routes, Prather's has a lot of faith in many miscellaneous promotional items. Two of the most successful have been kites for children and 8-ounce measuring tumblers for the parents. These tumblers are clear glass marked in the characteristic bright blue used by Prather's with measurements in tablespoons, ounces and fractions of a cup.

Prather's has found garment bags with cutouts for children very popular. It has used bundle inserts regularly, particularly featuring such items as drapes, blankets and waterproofing. It has put out a simple

LADDER FROM GENERAL OFFICE to executive offices, installed to save space—and time. A broad stairway leads from the plant in rear to executive offices. (No fireman's pole has been installed!)



TORRENTIAL SUMMER RAINS are handled by large-capacity down spouts and trough emptying through large tile into city sewer

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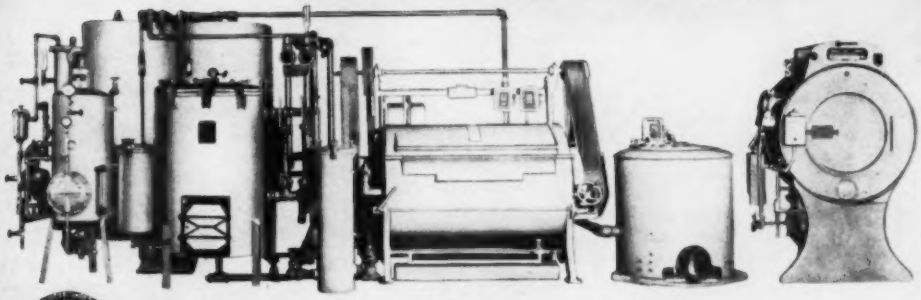

Pantex puts all controls out in front

Pantex 140° F. Safety Solvent Drycleaning Systems are engineered to give you —

- Maximum capacity for each dollar invested
- Low operating cost per pound
- Easy operation — install and expand when required
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Gentlemen: Please send me further information about Pantex 140°F. Safety Solvent Drycleaning Systems.

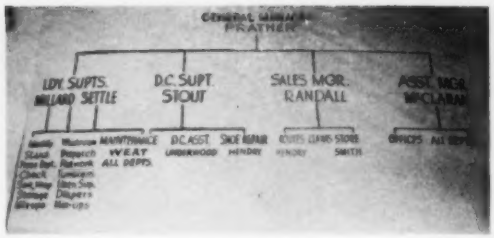
Name.....

Company.....

Address.....

City..... 700

RUG DRY FLOOR for oversized rugs is concrete slab laid just outside rug cleaning room



CHAIN OF COMMAND posted over bulletin board for all to see. Leaves no argument as to who's boss of what

calendar from year to year which has customers requesting new copies each year and it has a blotter printed with a calendar that has proved very popular. The company also uses giant-size matchbooks that can be seen in the hands of customers all over town. It dispenses two sizes of pencils, one the standard school length, the other a stubby bridge-table length. It also frequently dispenses with good effect literature from the NICD and the AIL.

A serious attempt was made at customer control. But it was found that, in a resort town like Fort Myers, many permanent customers would move out of their homes during the winter season to a cottage or even over a garage so that they could lease their premises to tourists for the season (for a cool $1,500 or so). This so complicated the sales control that it has been abandoned. The drivers do keep a control by street address on their trucks and this has proved quite satisfactory.

Of course, in the busy winter months all forms of control suffer, when a routeman customarily leaves the plant at six in the morning and returns at nine in the evening. At that time the plant, too, is running in high gear. A resort community plant has to make its season's profit in the few busy months! # #

BULLETIN BOARD featuring "salesman of the month" has been effective stimulus. (Note Bellew cartoons posted at right—advt.)

FRANK PRATHER (left), current country club president, golfs with Patty Berg in sharpshooting foursome. Son Allen caddied

SIGNS USED AT LUNCHEONS to mark "garment damaging" departments here apply to laundry but could be used equally well in dry-cleaning. Little tag on bottom sign was purported to be attached to every new garment as instruction to employee to lose as soon as possible

You're selling *Eye Appeal* to the housewife!

90% of America's cleaning is sent to you.
America's dry cleaners, by the housewife. Eye appeal in her cleaned garments sells her—
400 creates this *eye appeal* for you.

400
LIQUID DRY CLEANER

it's made its way . . .
by the way it's made

1. 400's patented "Food for Fabrics" ingredient restores vital natural oils to every type of fabric.

2. 400's maximum efficiency means minimum labor costs . . . less spotting, finishing, wet cleaning.

3. 400's "wide margin for error" lets inexperienced help do expert cleaning.

4. 400's positive moisture control insures perfect cleaning . . . any climate, any time.

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FASHIONS OF 1926.... FLAPPER, TWO CLEANING PLANT GALS, AND THE POPULAR CONCEPTION OF A TYPICAL HOUSEWIFE..... 'HELMET' HAIR DO, LACE T'HELL, AND 'DARING' NECK LINES.!

ARTHUR HEINZE, CLARKSBURG, W. VA., NEW N.A.D.C. PRESIDENT... ....JACK GADD REELECTED TO 3RD CONSECUTIVE TERM AS PRESIDENT OF ALLIED TRADES ASSOC. DURING 19th ANNUAL N.A.D.C. CONVENTION AT KANSAS CITY.

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34th ANNUAL N.A.D.C. CONVENTION HELD IN K.C. MO., SET ATTENDANCE RECORD OF 4,100 ...LESS THAN 300 ATTEND ANY BUSINESS SESSION.

PRICES OF NEW RUGS DUE TO GO UP... WAR CUTS IMPORTS ON SPECIAL TYPES WOOL USED IN MAKING RUGS & CARPETS.

HAROLD ZELL, OLD ENGLISH CLNRS, GLENDALE CALIF. GIVES RAIN-CHECKS WITH CLEANING.. SUIT REPRESSED IF IT RAINS IN NEXT 24 HOURS.

QUICK! GOTTA HAVE IT TONITE! and, ONE-WEEK LATER....

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

considerate to contrasts

That's 400! Dark colors, and bright whites in the same garment come out of a 400 cleaning clear, full of life, each true to its own hue! 400's gentle action cleans thoroughly ...keeps dark shades deep and rich, crisp whites and light tones bright and radiant!

1. 400's patented 'Food for Fabrics' ingredient restores vital natural oils to every type of fabric.
2. 400's maximum efficiency means minimum labor costs ... less spotting, finishing, wet cleaning.
3. 400's wide 'margin for error' lets inexperienced help do expert cleaning.
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CASHIERS' CAGES FOR DRIVE-INS

Idea Adapted From Retail Stores Saves Money by Cutting Confusion

by WILLIAM R. PALMER

IN a recent field trip through South Carolina and Georgia, the writer was struck with the number of drive-in plants that are using cashiers' cages set into their counters. The cages illustrated on this page are from Sunshine Launderers and Cleaners in Columbia, South Carolina, operated by Charles Stork and Lloyd Hamiter, and from Ed Robinson Cleaners of the same city, operated by Ed and Bob Robinson.

These drycleaners found when they inaugurated their new drive-in plants shortly after the end of the war that they were having a great deal of trouble with customers getting the wrong change. Or, in some cases the cashier was short at the end of the day because the carhops, through haste or design, didn't turn in all their receipts.

In every instance, during the rush period in the early morning and the evening the cashier in each of the drive-ins was being mauled and almost bullied. People were always pushing slips and money at her, grabbing change from her hand without checking whether it was theirs or not, or even reaching into the cash drawer to make change for the order that they were handling while the cashier was busy with another order.

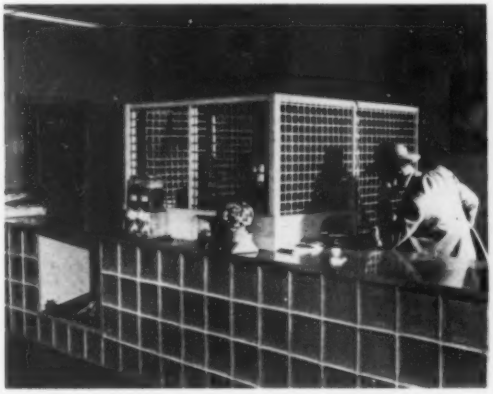
Thus, the main purpose of a cashier's cage is to keep everybody away from the cashier so that she is able to do one thing at a time without interference from anybody. The operators of all of the plants with such cages have felt the investment was well worth while in actual dollars and cents saved.

In addition, the cages have actually stepped up the handling of orders because the carhops are compelled to take their proper turns. The time saved in wrangling and double-checking has decreased the average handling time per customer appreciably. In fact, one plant, not illustrated here, has been successful in a chain of drive-ins in handling as many as eight carhops with a single cashier.

Admittedly, there is one drawback to using a complete cage. In a great many plants the business slacks off so much at certain times of the day that one person at the counter is sufficient. It is then rather inconvenient to go in and out of the cage as the orders are handled and the change made for each order.

One way of avoiding this is to have two people, each of them performing other tasks at the same time. For instance, in one of the plants the cashier is also the switchboard operator and pricing clerk, which gives her a full-time job. At the same time another employee can be racking up or even bagging. If the space between the cashier cage and the storage racks is too far to call invoice numbers or names, an intercommunication system will justify its cost. # #

TWINS AS CARHOPS are featured at Sunshine's downtown drive-in



CASHIER'S CAGE at Ed Robinson drive-in was afterthought. In colors matching decorations cage is not as jail-like in appearance as photograph indicates

LESS FORBIDDING is cashier's cage at Sunshine's suburban drive-in. Here the cage fits in harmoniously with the knotty pine paneling of the office

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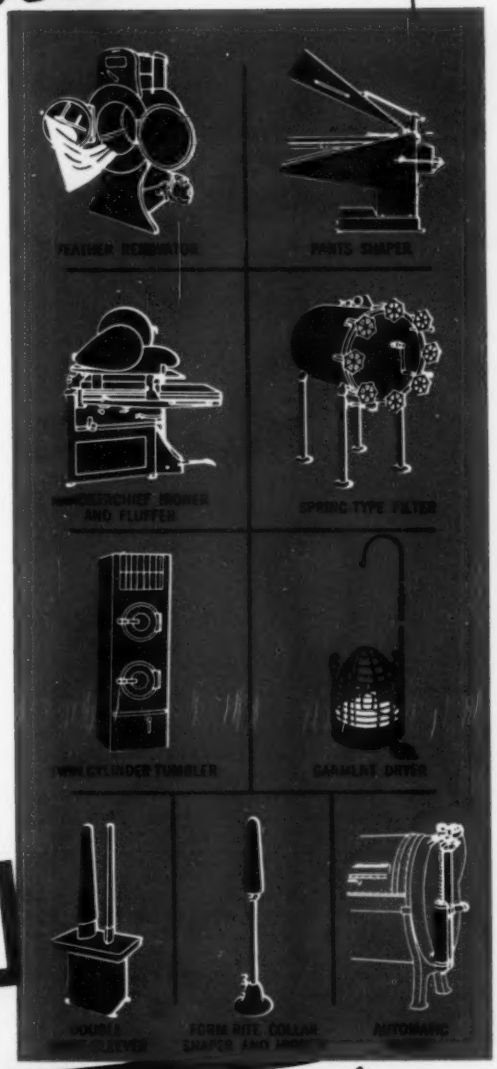

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DRYCLEANING ADDITION is shown by four windows at right front (without awnings). Top of silo used to store coal can be seen behind telegraph pole. Different-colored brick on building front indicates four separate expansion programs

PREPARED PLANT

Threat of Shortages and Priorities Speeds Drycleaner's Expansion Plans

by LOU BELLEW

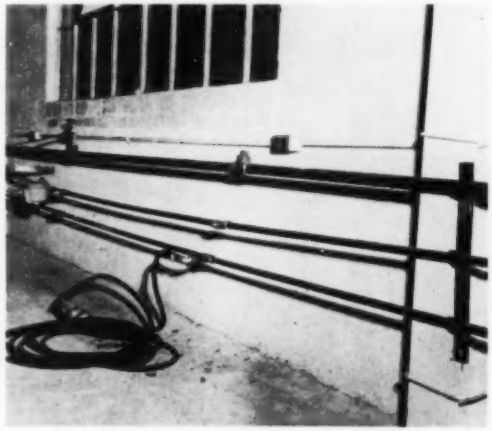
PLENTY of plantowners are going to be caught unprepared when the pinch of the emergency situation begins to be felt. But not Warren Burgess, foresighted owner of the Fox Valley Laundry and Dry Cleaners in St. Charles, Illinois.

Once it became apparent there probably would be a lot of shortages and restrictions in the year 1951, Mr. Burgess (better known as "Red") set about the expansion of his drycleaning department. To make a long story short, his 32-by-75-foot concrete block addition, with brick front to match the old building, was completed in just six days—windows, roof and all!

Mr. Burgess appointed himself chief expediter, even over the protests of the contractor, and prevented any possible delay. The new building, he reports, was finished on Labor Day, 1950, six days after it was started.

In the rapidity of construction, only one miscalculation was made. Used factory-type windows, in good condition, were obtained for $125 (a fraction of their value, new). Came time for the windows to be washed, and that chore cost 15 cents a pane, a total of $65. A little pencil work showed that the windows could have remained in use for a year unwashed and been replaced with new glass at less cost.

Every part of the plant has been set up with a view to future needs. Plant manager Jim Rose pointed out the arrangement for servicing equipment with electricity, steam and air. As in many other plants, these lines are run along the walls behind the presses. The difference here is the fact that provision has been made for future arrangement of equipment by having outlets



"T" FITTINGS in service pipes. Electric, steam, condensate return and air lines are supported by metal bracket on wall. Spray gun hooked to air line is for sizing rugs

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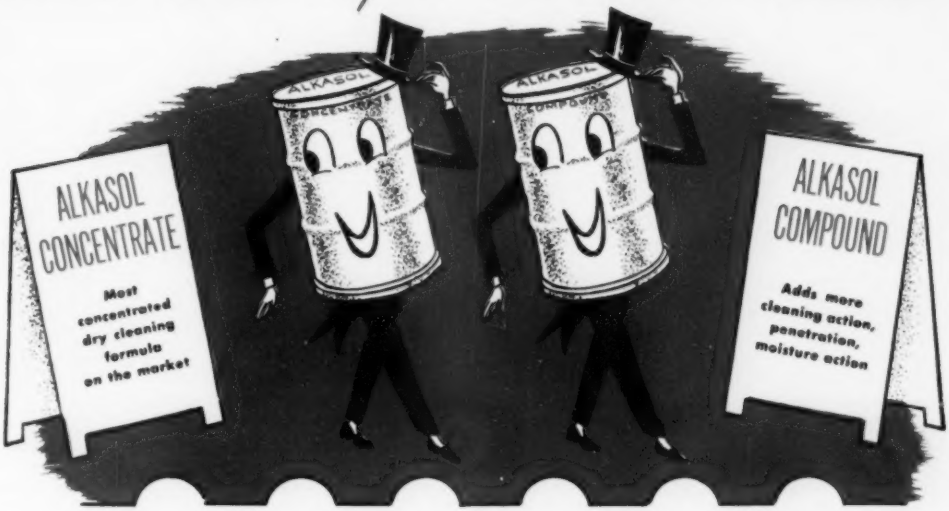

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COAL-STORAGE SILO is loaded through top by vertical conveyor. Conveyor-hopper at base holds truckload. Cleaning room (brick) at right

SILO FROM INSIDE BOILER ROOM. Coal feeds through metal chute to keep hopper full for stoker. Opening at base of silo for hand firing

built in at 4-foot intervals in each line. Changes in the placing of equipment later, for greater efficiency of production or for additional presses, can be accomplished with less work.

Copper tubing from these outlets simplifies shifting of present equipment, too. It also eliminates most of the leaks caused from vibration where fixed piping is used. Metal straps with welded-on lips are used to hold the lines against the walls.

OWNER WARREN "RED" BURGESS provides neoprene mats at all work stations to relieve operator fatigue

Speedrails are of a lightweight metal tubing, purchased for less than $10 from a nearby factory that makes tubular furniture. Odds and ends of this scrap chromed-steel tubing were brazed together in suitable lengths for the plant rails.

Volume has increased from $400 a week to nearly $2,500 since 1945. Even so, the plant is still over-equipped in the eyes of most cleaners. Many operators insist efficient operation of a cleaning plant depends on running all equipment as many hours a day as possible.

Mr. Burgess feels differently on this score. He insists high wages have caused him to purchase equipment in excess of his needs. For instance, with conventional cleaning-room equipment his cleaner was busy eight hours a day. At present, with machines of greater capacity, his cleaner does his day's cleaning in four hours and spends his other four operating available extra presses in the finishing department. Extra finishing equipment has also insured against getting behind during peak seasons.

Finally, if you're using coal and lack storage space for the stuff, maybe you could borrow an idea from the Fox Valley plant. Red needed storage room for coal so he installed a concrete-block silo at the side of his boiler room. An outside hopper receives the coal from trucks, and a tall vertical conveyor loads the silo from the top. A chute into the silo, near the boiler, permits gravity to keep the stoker hopper filled with coal. A small opening at the base of the silo allows manual filling of the stoker hopper in case the level of the coal gets lower than the metal chute.

It looks as though the Fox Valley plant is set for the "duration." # #

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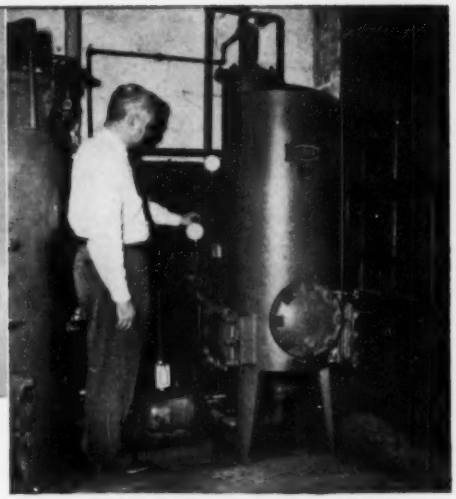

"Butler Stills are the best. They give dependable service and demand practically no maintenance," says Mr. Watts, shown inspecting his 200 gph Butler Still.

"I certainly recommend a Still to any cleaner who doesn't have one. Pure, distilled solvent from a Still will dissolve spots that dirty, greasy solvent won't touch. And, because we use pure, distilled solvent, we dry and deodorize garments much faster with lower and safer temperatures inside the tumblers.

"Distilled solvent is the heart of our cleaning process. By using distilled solvent we find we get brighter colors and whites, and we've cut down the amount of our spotting and wet washing too.

"There's nothing like using distilled solvent . . . and there's nothing equal to a Butler Still for fast, effective, low cost distillation. With the savings made all down the line in both cleaning and finishing, my Butler Still paid for itself faster than any other piece of equipment I ever bought."

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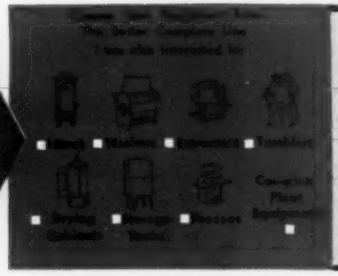

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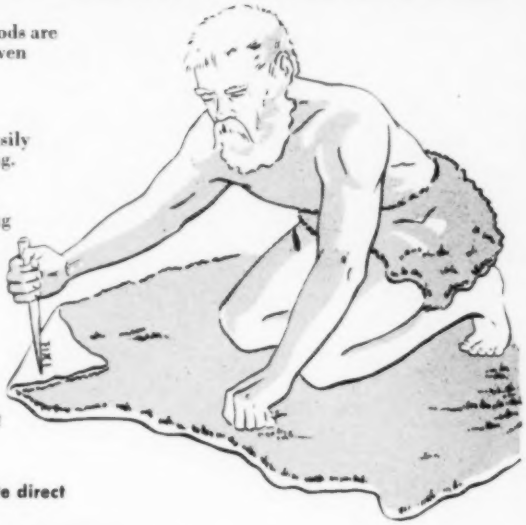

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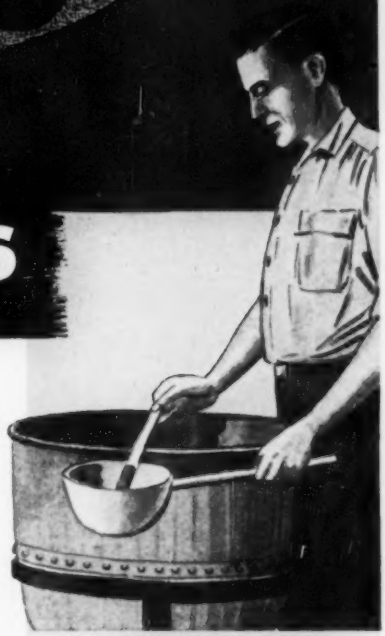

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PRACTICAL SPRAY-GUN SPOTTING

The Forgotten Tool Still Has a Place in the Drycleaning Plant

by CHARLES H. BOKOSKE

Plant Manager, Elite Cleaning Works, Westerly, R. I.

SINCE the introduction of the steam spotting board or machine to the industry about 1938 or 1939, there has been a gradual decline in the use of the water spray gun in the spotting department. Even though most steam spotting boards come equipped with water spray guns, rarely can one of these guns be found available in the spotting department.

During the past five years I have visited over 400 plants along the eastern seaboard and in the New England and mid-Atlantic states. I observed that the majority of those plants were overlooking or were not familiar with the use of the simple water spray gun. Those plants that did use one of these tools often employed it for the recently and popularly described "spray spotting," or what was formerly described as pre-spotting until the advent of the newer devices which have caused the newcomers to our industry to coin a term, "slop spotting." (Most of us agree that this job description should be eliminated from the drycleaner's vocabulary in favor of a more suitable nomenclature.)

Progress in the art of spotting has been slow. With the exception of the steam spotting gun, in the past decade no other noteworthy contribution has been made to our industry that deals mainly with the manual or mechanical removal of stains. It is true that basic formulas have been improved, to facilitate chemical and solvent removal of spots and stains. Drycleaning processes of soaps and detergents are being constantly revised and bettered by manufacturers but little advancement has been achieved in the technique of using water, the most nearly universal of all solvents.

The correct practice of the water spray gun—operated with or without air pressure—will substantially reduce spotting problems, lessen "touch-up" spotting, eliminate some wetcleans and extricate you from many jams that could possibly develop into claims.

In the wool spotting department the spray gun is an invaluable asset. In our plant it is indispensable! We spray all gabardines with a fine mist of water on those areas of the garment that are most susceptible to staining. It is a well-known fact that water-soluble stains will attract moisture from the spray and show up quite noticeably, enabling the spotter to remove them before rather than after the steaming operation of pressing. Steaming during pressing will produce a similar reaction but this requires backtracking to the spotting department.

We prefer the water spray to the steam spray because we have found through many years of experience that too many stains are permanently set, especially on woolens, by using a steam gun on unknown spots and stains. We like to tackle them first with plain water. This precludes the possibility of developing the obstinate tannin stain during the spotting operation.

Probably the most classic example we can give is that of the grass stain which has been a headache for spotters to work on down through the years. We handle this problem in our spotting department in the following manner:

We spray the grass-stained area with water, then apply a 10 percent solution of ammonia to which has been added a wetting agent or synthetic detergent for penetration purposes. After the stain has been tamped or brushed vigorously with a brush to loosen any embedded particles in the fabric, we rinse with plain water and then apply a commercially prepared general formula. The area is then rinsed again with plain water. It is usually unnecessary to repeat this operation to remove the grass stain.

Sounds simple, doesn't it? But every time we have tried steam first on such stains we have encountered much more difficulty in trying to eradicate them. Evidently a chemical change occurs during steaming which transforms chlorophyll, the coloring matter present in vegetable growth, into tannin.

Contrary to established procedures and nostrums prescribed by many authorities on spotting, we believe the use of ammonia on questionable stains of the yellowish-tan variety will *not* set tannin stains unless they have been previously fixed or set by heat, age or oxidation. The steam gun is often the cause of developing these tannin stains. That is why we repeatedly advocate the use of the spray gun or plain water first on any unknown stains.

Problems Solved by Spray Gun

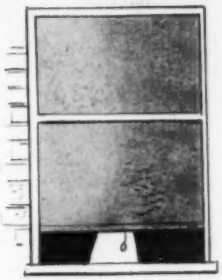
Most spotters have racked their brains at one time or another for a solution to the problem of spotting cotton corduroys. On pastel corduroys which after cleaning display light areas on elbows, across the back, seat and other areas subjected to soil and wear, we spray these garments all over with water, lightly, and then tumble to dry.

Spraying these cotton corded and pile fabrics produces a satisfactory over-all appearance. It restores the natural pile that might have been crushed through wear, tension or staining. It also seems to level the color. Actually, the light is reflected more evenly from the fabric because of the restoration of the matted areas to their original state.

Spotting these fabrics with a brush or steam gun will cause light areas where the material has been worked on. We spot carefully to avoid the bleeding of dye, then spray the entire garment and tumble to dry.

Many garments that would normally require wetcleaning cannot be wetcleaned because of ornamentation, construction or many other obvious reasons. The spray gun again furnishes the answer of how to handle

Don't get "taken" on a



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these items—by spraying and recleaning. We spray the heavily soiled areas with plain water (avoiding those parts that would be harmed by water and the subsequent tumbling action of heat combined with mechanical action). We never spray soft woolens, confining our spraying to tightly woven fabrics such as Melton cloth, commonly found in children's snowsuits, tightly woven cellulose acetate and some of the more sturdy regenerated rayon and cotton materials.

This practice of spraying certain garments and then rinsing by recleaning while still damp has many advantages, but it can also present perplexing problems to the ambitious spotter who is not too familiar with his dyestuffs. Bright reds or other heavily top-dyed cotton garments should not be run with a regular load of reruns as the bright colors are apt to mark off or transfer to other light-colored garments. This identical problem occurs in any kind of prespotting, combination water-solvent spotting, spray spotting, or where moisture is incorporated in the precleaning operation.

Transfer or deposits of certain dyes are inevitable unless a thorough classification of colors is practiced. The marking-off of dyestuffs occurs during the draining period or during extraction. If this condition can be detected before tumbling, the affected articles usually can be cleared up by prespotting with a dry soap or solvent and then rinsing alone in clear solvent.

Most soap manufacturers have developed processes in which their product can be mixed: one part soap with 5 parts solvent. This mixture is either sprayed on the garments or brushed on by hand following the water-spray method to absorb the moisture and prevent sizing or water rings. Another popular method is to mix one part prespotter with 5 parts solvent and apply this either by hand or spraying to control the moisture. When these methods are used the garments can be rinsed with a regular load or in clear distilled solvent. Instead of spraying with water, another widely employed practice is to mix one part prespotter, one part solvent and one part water and use this mixture for hand-brushing prior to cleaning or recleaning.

The average plant sends suede or napped leather garments home "hungry-looking" and streaked. In fact, the better the cleaning job and the more soil removed, the hungrier looking or more lackluster the finished product.

This difficulty can be very simply rectified by the use of the old reliable spray gun. After the garment is thoroughly cleaned and tumbled, merely spray with water all the exposed suede or nap parts. Spray evenly. Let dry naturally while hanging on a hanger, or tumble alone for a few minutes in a cold tumbler. You will be amazed at how the color seems to level off. This, again, is the result of the nap being raised.

One of the old practices is to use the spray gun on water-spotted rayon linings of coats and jackets. A light spraying usually eliminates these water-marked areas.

Many soft woolens like covert cloth and unfinished worsteds often get rain-spotted when new. Sometimes steaming during finishing does not restore the nap to its original height, but if the spotted areas are sprayed lightly and then steamed, this condition can be corrected.

There are numerous other advantages to be gained by the use of the spray gun in addition to its use by many wool spotters in run-of-the-mill spotting. ‡ ‡

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BLOWDOWN TANK

South Carolina Plant Also Plans Installation of Stack Preheater

A SPECIAL problem was facing Elvin Smith, Jr., of the Warwick Laundry and Cleaners in Columbia, South Carolina. He was prohibited by city ordinance from exhausting the boiler blowdown steam into the sewer system. An engineering friend of his from the state university suggested the solution illustrated on this page.

A cylindrical blowdown tank of welded $^1/_8$-inch sheet steel was constructed about 18 inches in diameter and about 2 feet high. An exhaust at the top led to the stack and a drain at the bottom led to the make-up tank. The blowdown line from the boiler enters the tank near the top. It enters at an angle almost tangent or parallel to the side of the tank so that as the steam enters, it swirls around the inside of the tank.

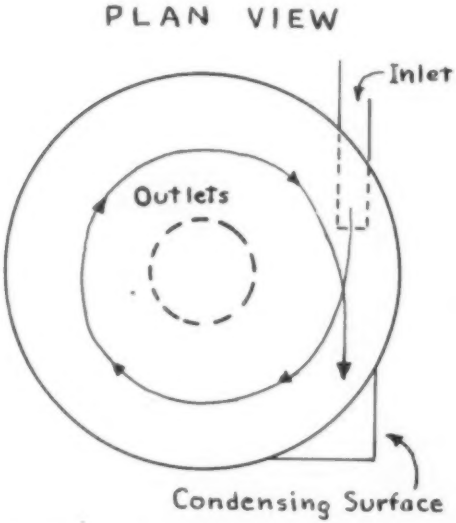
At the bottom of the tank has been set a "condensing surface" which is a half of a metal box that is 6 inches in each dimension. It is welded into the tank shell so that one flat surface is at right angles to the inlet pipe from the boiler (although about 18 inches below the inlet).

The steam circling inside the shell of the tank is gradually forced down by more steam coming in and after several spirals finally hits the flat surface of the box. Here the moisture condenses on the box and dribbles off down through the outlet to the make-up tank. In the meantime the dry steam shoots up the center of the tank and out through the exhaust leading to the stack.

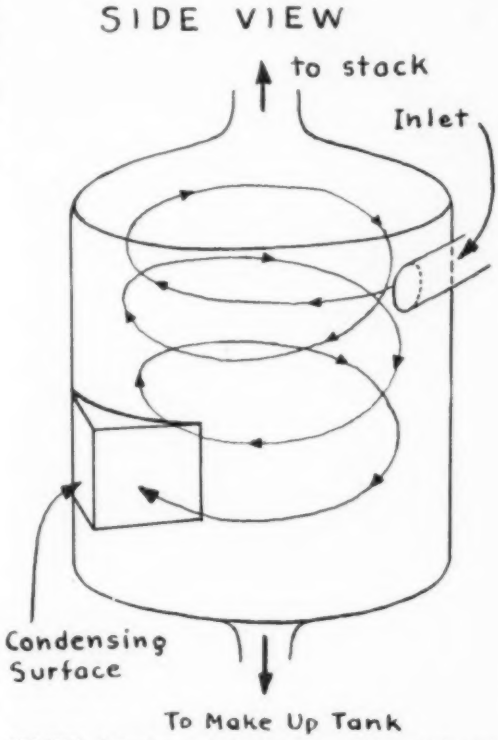
This is one feature of a brand-new boiler and the boiler room of which Mr. Smith is justly proud. He has a further innovation that he plans to install as soon as possible. The laundry has a large stack which creates drafts so strong that the damper has to be kept partially closed to avoid drawing the heat from the boiler before it has effectively acted on the water in the boiler.

Mr. Smith has on hand some piping which he intends to install in the stack in a series of lengths running parallel to each other. They will be connected at the top and the bottom. The city water will be brought in and piped to the top of these lengths of pipe. The make-up water for the boiler will be drawn off the bottom of these lengths of pipe. Thus he will have a preheater operating on a principle similar to the dry-cleaning still condenser. The cold water will be entering at the point where the warming air is least effective and will work its way down to the hottest point in the chimney as the water itself gets hot.

If the reduction in stack temperature seriously reduces the stack draft, this can be compensated for by closing the damper whatever amount is necessary. # #



PLAN VIEW of tank showing circular motion of blowdown steam



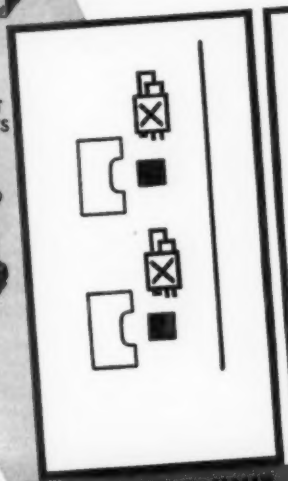
SIDE VIEW of blowdown tank showing relative positions of inlet and condensing surface

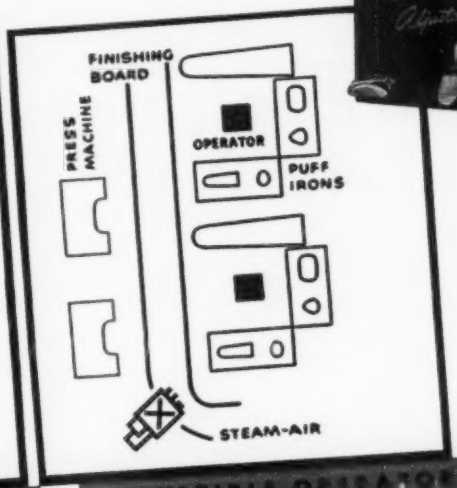
...FOR LARGE PLANTS
...FOR SMALL PLANTS

Adjusta-Form

HANDLES ALL GARMENTS WITH EQUAL EFFICIENCY

The ability of the Adjusta-Form to handle a mixed run of garments has always been the primary feature. Just as important is the ease with which the Adjusta-Form can be adapted to any size dry cleaning plant and to any production layout used in the finishing room. Ask the Adjusta-Form jobber to show you how an Adjusta-Form in your finishing department will pay immediate dividends in production and increased profits. A short demonstration will be convincing.





• SINGLE OPERATOR UNIT

The operator steams and dries one garment. It is taken off the Adjusta-Form, placed in position on the press so it is ready for the first lay. The second garment is placed on the Adjusta-Form, steamed and the air is turned on. While this garment is drying, the operator touches-up the first garment.

• MULTIPLE OPERATOR UNIT

The versatile Adjusta-Form located at the beginning of the production line will handle a mixed run of suit coats, long coats, short jackets and dresses. This single Adjusta-Form will keep at least two operators on utility machines busy touching up the garments.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

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How to get the smile that says "Satisfied!"

Give her better, brighter cleaning with ERUSTO ENERGEX

For proper moisture dispersion in the washer it is necessary to have a good emulsion of solvent and water in the stock solution. Here's photographic proof that Erusto Energex provides this emulsifying action dry cleaners want:

Vessel No. 1—ERUSTO ENERGEX Actual photograph shows stock solution with moisture still stable, after standing 3 days without agitation.

Vessel No. 2—AN ORDINARY DRY CLEANING SOAP—Stock solution almost completely separated after standing for only 24 hours. Lasted only ⅓ as long as ENERGEX.

THESE TESTS SHOW WHY

Erusto® Energex gives better cleaning

ERUSTO ENERGEX forms more stable stock solutions with moisture—disperses the moisture more evenly in the washer. With petroleum solvents or perchlorethylene, ENERGEX forms exceedingly stable emulsions. That's because ENERGEX has been constantly improved since its first development.

Knocks out dirt—fast!

The outstanding emulsifying properties of ENERGEX are plus benefits . . . because ENERGEX is already well-known for its intense cleaning action. This energized de-soiler breaks soil down into fine particles. Digs out dirt from heavy woolens . . . dissolves dulling films on whites, colors, and fragile silks.

See for yourself the amazing cleaning action of ERUSTO ENERGEX. For more satisfied customers . . . for better cleaning at low cost . . . try ENERGEX!

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2029 WIDENER BUILDING
PHILADELPHIA 7, PA.

Highly concentrated—less does more!

Suitable for use in all types of dry cleaning plants

PENN SALT
laundry and dry cleaning products

PROGRESSIVE CHEMISTRY FOR OVER A CENTURY

Slickest PRESS ON THE MARKET

AJAX

AIR OPERATED

Only AJAX DRY CLEANING PRESSES can boast these Exclusive Features:

1. Quickly Detachable Valves — all valves are clamp mounted and can be removed instantly. No threads to strip. Positively Trouble Free. Only seconds to change.
2. GIANT WELPCO BUCK STEAM VALVE GIVES ONE SECOND buck steam. FASTEST STEAMING PRESS!
3. POWERFUL VACUUM, either with steam or air as requested. Vacuum Valve and head valve are interchangeable.
4. All Welpco valves have stainless steel seats, monel stems, and Inconel springs for lifetime performance—no rust, no fatigue, no wear — No trouble
5. All Steel Construction throughout — Steel Heads and Bucks are scientifically designed for fast responsive steaming as well as thorough distribution of steam.
6. "Built-In Reservoir" in lower buck assures quick starting every morning, eliminates wet bucks, and permits steam of proper moisture.
7. Fast Smooth Single Air Cylinder operation designed for simplicity and low cost maintenance.
8. Any desired pressure from contact to high pressure can be controlled by the operator at will.

YES! The "Slickest" Dry Cleaning press on the market today is Ajax. It is free of complications, speedy and efficient. Its simplicity of design, exactness in engineering, sturdy construction, low cost of maintenance and easy operation make it the press of the future. Its advantages are outstanding.

Since 1929 — 22 successful years of manufacturing Ajax Laundry and Dry Cleaning Presses guarantee your complete satisfaction.

Ajax Presses are distributed nationally by Prominent Dealers and Distributors who maintain complete sales and service facilities. Send us your request for the name of the authorized dealer nearest to you and for descriptive literature and additional specifications.

WESTERN

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IRVING SKLAR (left) and Bill Williamson beside hamper loaded with Army work ready for processing

BACK IN THE ARMY

Improved Identification, Specific Job Descriptions Speed Production for GI's

by JOHN J. DUNN

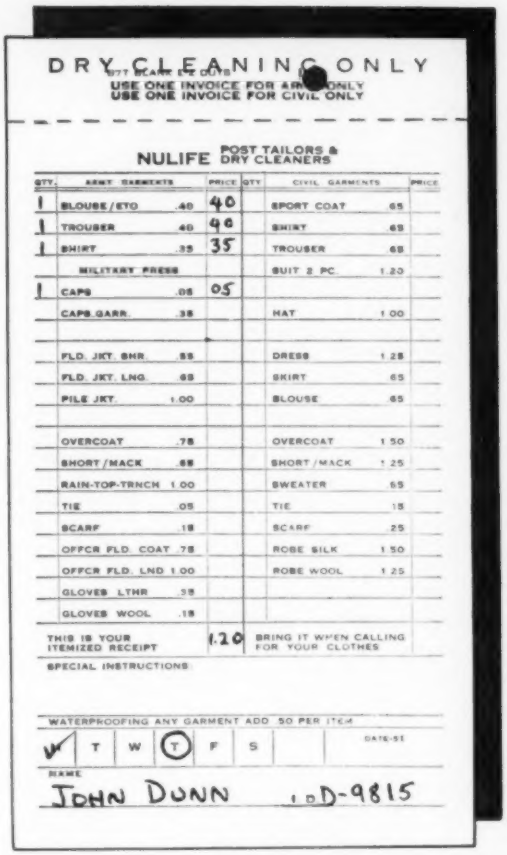
A LOT of boys are finding themselves back in the Army, and a lot more will in the next year. Soon many cleaners may find themselves again handling Government contracts. One of the first of these is Nulife Cleaners, Inc., of Madison, Wisconsin.

What will the situation be this time? While owner Irving Sklar spent most of the last war in the Infantry, he returned to the plant in time to observe some of the Army work handled by the firm.

Last October Nulife won a contract for seven branch stores at a reactivated post. In comparing operations now and during the last war Mr. Sklar sees improvement principally because of better identification and simplified finishing instructions. In regard to the garments themselves he reports little change. With one item pressing is easier and with another it is a bit more difficult.

Each of Nulife's seven branch stores employs two clerks who handle all identification and assembly. In addition the plant maintains a press-while-you-wait shop with one man and three girls. Two utility clerks are used to help out when any one store has a rush period. A full-time maintenance man and a camp manager complete the crew on the post. The Army work is trucked to the plant where it is processed by a night crew working from 4:00 p.m. to 12:30 a.m.

Each branch store is equipped with a machine which prints identification tags on colored moisture-proof paper. The identification consists of the soldier's initial and the last four digits of his serial number, followed by the number of pieces in order. Tags of a particular color are assigned to each store. After cleaning and finishing the work is assembled by color alone and routed back to the proper branch.



DRY CLEANING ONLY
USE ONE INVOICE FOR ARMY ONLY
USE ONE INVOICE FOR CIVIL ONLY

NULIFE POST TAILORS & DRY CLEANERS

QTY.	ARMY GARMENTS		PRICE	QTY	CIVIL GARMENTS		PRICE
1	BLOUSE/ETO	.40	40		SPORT COAT	.65	
1	TROUSER	.40	40		SHIRT	.65	
1	SHIRT	.35	35		TROUSER	.65	
	MILITARY PRESS				SUIT 2 PC.	1.20	
1	CAPS	.05	05				
	CAPS GARR.	.35			HAT	1.00	
	FLD. JKT. SHR.	.55			DRESS	1.25	
	FLD. JKT. LNG.	.65			SKIRT	.65	
	PILE JKT.	1.00			BLOUSE	.65	
	OVERCOAT	.75			OVERCOAT	1.50	
	SHORT/MACK	.65			SHORT/MACK	1.25	
	RAIN-TOP-TRNCH	1.00			SWEATER	.65	
	TIE	.05			TIE	.15	
	SCARF	.15			SCARF	.25	
	OFFCR FLD. COAT	.75			ROBE SILK	1.50	
	OFFCR FLD. LND	1.00			ROBE WOOL	1.25	
	GLOVES LTHR	.35					
	GLOVES WOOL	.15					
THIS IS YOUR ITEMIZED RECEIPT			1.20	BRING IT WHEN CALLING FOR YOUR CLOTHES			

SPECIAL INSTRUCTIONS

WATERPROOFING ANY GARMENT ADD 50 PER ITEM

	T	W	T	F	S		DATE-ST
✓							

NAME JOHN DUNN 1 D-9815

SPECIAL INVOICE designed by Nulife which can be used for both Army and civilian work picked up at camp. Printed prices next to items speed store transactions. Triplicate tickets provide copies for office records, assembly and customer receipt. Day received is circled and day to be delivered is checked

ASSEMBLY SECTION consists of racks with 100 slots. Section of racks here is used in plant for civilian work but similar installations are provided in all Army branches

TAGS ON GARMENTS carry soldier's initial and last four digits of serial number, plus number of pieces in order. Color denotes branch

The store clerks have an assembly rack consisting of 100 slots. The garments are assembled according to the last two digits of the serial number. In certain cases, of course, more than a single order may rest within a slot since two soldiers with the same last two digits in their serial numbers might submit an order at the same time. After assembly the work is filed for delivery alphabetically by the soldier's name. As an added precaution each soldier must mark his garments with his initial and serial number. The Army itself doesn't insist upon this now as it did before.

Three of the eight operators hired for the night crew were untrained, while none of the four pressers at the camp had ever seen the inside of a cleaning plant. In breaking in these new people Mr. Sklar depended mainly on a thorough description of every job. Complete instructions were written up by the owner in collaboration with Bill Williamson, plant manager, and Lyle Wells, night supervisor. Training was simplified, of course, because of the standardized garments. The new operators were pressing by themselves after about the first two hours and they were up to full production in about a week.

Trousers are done by two operators on a legger and a topper. The tops of shirts are done on a mushroom and the buttons on a utility. Mr. Sklar reports that the short Eisenhower blouse is a little easier to press than the long blouse previously issued. The new blouse is done in eight lays as compared to ten for the old one. The hip-length field jacket is finished in seven lays, requiring a little more processing than did the old waist-length model.

In the cleaning room the pieces are classified according to trousers, shirts, blouses and overcoats. The plant gives the same cleaning to this work as it does to its normal civilian production since a good job here tends to reduce the spotting operation. Actually only shirts and trousers are routed to the spotting department. The other pieces are returned to the spotting board only when stains show up on the presses.

Since the camp is a basic training center Nulife has a large and profitable sideline in tailoring. Mr. Sklar reports that one of his best recent investments was a specially adapted sewing machine. This device has an unusual degree of flexibility allowing it to handle material of various weights. The machine is used principally for sewing on insignia patches. The operator can turn out 400 patches per day as compared to 250 with a standard machine.

The plant's branch stores are open from noon until 10:00 p.m. Trucks shuttle the work into the main plant during the night and the early morning of the following day. Thus work left on Monday is ready for processing Tuesday afternoon. Most of it is finished on Tuesday night and the rest is completed Wednesday. This work will go back to the branches Thursday morning and be ready for delivery that afternoon. Saturday-morning inspections being what they are, about 70 percent of all orders come in during the early part of the week for delivery on Friday.

Nulife is handling its regular civilian volume during the day and processing the Army orders during the special night shift. In this respect the Madison plant is typical of America's economy, as yet operating only on a semi-mobilization basis. # #

Someone WILL PROFIT CLEANING RUGS and CARPETS WHY NOT You!

EARN A PROFIT OF 2¢ to 5½¢ per sq. ft. Shampooing Carpeting "on-location"

EARN A PROFIT OF $1.12 to $3.50 on each 9 x 12 Rug cleaned in your plant

Most people want to make more money and can't. You *can* . . . through "on-location" carpet cleaning and rug cleaning in your plant. You need no large cash outlay . . . *as little as $350 down* . . . your customers are ready and waiting.

Consider these facts. Practically ALL your present customers have rugs that need periodic cleaning. Many have wall-to-wall tacked-down carpeting. These rugs and carpets keep getting dirtier and duller and dingier until some enterprising cleaner comes along to do the cleaning job.

But why an outsider instead of you? You come into frequent contact with your dry-cleaning customers. What an opportunity to tell them about your rug and carpet cleaning service! Just explain how HILD System Shower-feed Shampooing will restore the lustre, the bright colors and soft "feel" to their floor coverings . . . and you'll get orders right from the start.

Aggressive advertising will bring you in new business too . . . not only from homes but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD is ready to help with a great variety of tested advertising material available for your use.

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Gentlemen: Please rush your free book of "FACTS." I am especially interested in ☐ Cleaning Rugs in my plant ☐ On-Location Carpet Cleaning ☐ Shampooing Upholstery.

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for chemical or steam spotting

THE CISSELL VACUUM SPOTTING BOARD

...lets you go to the "wet side" for amazing results. No other method gives you such speed... such perfect work...

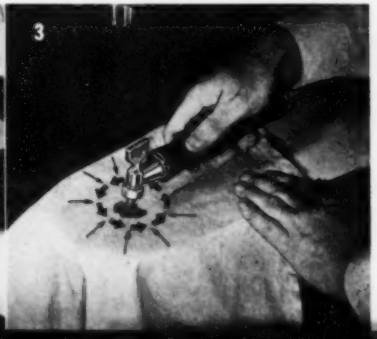
It's extremely fast! Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, reinspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unexcelled . . . its white surface enables spots to be seen with ease.

Spotting aids and loosened soil are rapidly flushed from stained area by squeezing a spongeful of cold water right through the stained area . . . concentrated vacuum draws off water, and keeps it from spreading.

On tight-fitting sleeves, cuffs, neckties, etc., when it is impossible to use large board, the handy Swinging Sleeve Board does the same job as the concentrated vacuum automatically transfers from large board to miniature board as it is moved into operating position.

IN REMOVING SPOTS... *Concentrated Vacuum Does It!*

Place garment in position over screened area so that spot is directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above material. 3. Now, with gun in rotary motion, (heavy arrows) spray wet steam downward, straight through spotted area. AMPLE WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows)

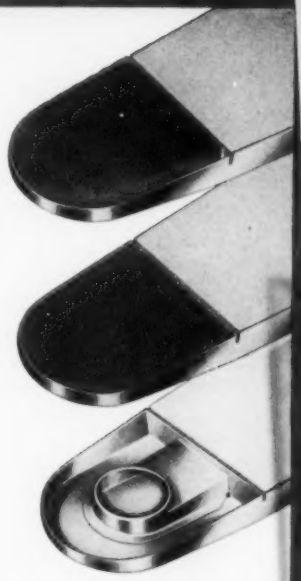


Concentrated Vacuum!

Here's concentrated vacuum

at its best

Note large working area on nose of board with patented concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits soil from "bouncing back."



Above: Nose of board with plate and screen covering. *Middle:* With screen removed to show all-over plate perforation. *Below:* With screen and plate removed to show concentrated vacuum feature.

EVERY FEATURE FOR THOROUGH SPOTTING

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. *Harmful chemicals are not carried into vacuum system.* Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum.

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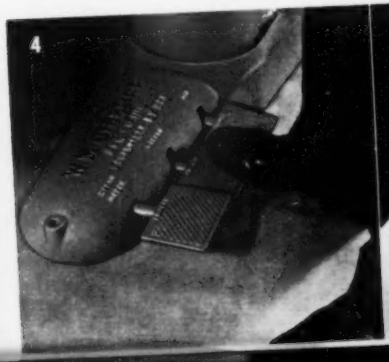
The price only $300 for central air or steam vacuum
F. O. B. Louisville, Ky.

IN DRYING . . . *Concentrated Vacuum Does It!*

4. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 5. Hold gun only the width of gun nozzle above garment. 6. Now, move gun in a zig-zag motion, sweeping it rapidly back and forth across wetted area for drying (heavy arrows). Actually, excess moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.



ASSOCIATION NOTES

New York Group May Expand: Plans for joining forces in a larger organization were discussed at a recent conference among representatives of the Neighborhood Cleaners Association (Greater New York), of cleaners in northern New Jersey and Westchester County, New York. The Westchester representatives, Dave Birenbaum, Milton Miller and Dave Ettinger, proposed the formation of a new association which would issue charters to NCA and Westchester and to any new chapters that wished to join. The representatives of northern New Jersey, Irving Slutsky, Irving Fleischman and Al Bazaz, reported that their group had not yet considered affiliation with the proposed larger association. The NCA offered the New Jersey cleaners help in their plans for building up their organization, and also in a zoning fight in Teaneck.

The NCA representatives, Paul Marcus, Joseph Rempell, Louis Rose, Irving Golin, Louis Gelman and Nathan Cummings, directed Stanley Goldstein, NCA legal counsel, to draft a document along the lines proposed by the Westchester Association, to be submitted for approval to the organizations involved.

# #

Southside Cleaners Celebrate: Nearly 100 of Chicago's leading cleaners and allied trades representatives met December 21 for the annual Christmas party of the Southside Cleaners Association, now 29 years old. The principal speaker was R. Vail, Congressional representative from the Chicago district. The afternoon program also included short talks by officers of the Chicago Dry Cleaners Association and professional entertainment.

AT SOUTH SIDE LUNCHEON, speakers' table, left to right, top: Congressman R. Vail; H. Ditkowsky, secretary Chicago association; J. E. Duffield, Illinois Employees Association; H. Smith; R. Maslek; Warren Delaney, vice president Chicago group. Center: Maurice Cornick, president North Side Cleaners; Leo Kushner, president Young Cleaners Guild; Al Heald; Al Fisher, president Chicago cleaners; Fred Schuman, president South Side Cleaners. Bottom, members of Young Cleaners Guild of Chicago, clockwise: Morrie Silverman; Paul Wasserman; Paul Betscher; Jim Summers; President Leo Kushner (standing); Bill Kushner; Ted Silverman; Bill Wilburn; Milt Rosenberg (standing); Rudy Goldman; Bud Harle; Frank Prasil; Art Teichner

SOME OF GUESTS at South Side Cleaners luncheon meeting

# #

Local Elections: At the December meeting of the **Laundry and Dry Cleaners Club of Greater Atlanta, Inc.,** the following officers and directors for 1951 were chosen: president, Allan Johnston, Best Laundry and Dry Cleaners, East Point; vice president, R. M. Vandegriff, Superior Laundry, Atlanta; treasurer, E. G. McDowell, McDowell Cleaners, Atlanta.

Directors are H. A. Spencer, John Alcorn, Hugh Bullock, William S. Erwood, past president Joe May, E. E. Rice and Sam A. Wix, all of Atlanta, and Clifford E. Morgan of Decatur.

The new president was vice president of the group for two terms. He was recently named a member of

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DOUGLAS J. RAMSEY
Pacific Coast Rep.

TEN MINIT BLEACH
5#—$4.50 10#—$8.50

ALL COLER BLEACH
5#—$3.75 10#—$6.50

BIL-VIS X
8#—$3.28 25#—$9.50

W.D.P.
Wet-Dry Prespotter
1 gal.—$4.35

SCRAM BLOOD
1 qt.—$1.90 1 gal.—$4.75

DUTEX
1 lb.—$2.85

STAIN-A-WAY
1 qt.—$1.75 1 gal.—$3.90

DROP-A-NUF
½ pt.—$2.50

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the Laundry and Dry Cleaners Advisory Group appointed to work with the Quartermaster General of the U. S. Army.

At its first annual election meeting the newly formed **Drycleaners Association of Buffalo and Western New York** elected as president Arthur J. Vater, who had been secretary of a group formerly known as the Neighborhood Drycleaners Association. Other officers are: Edward Hawk, first vice president; Marvin Gross, second vice president; Harold S. Miller, treasurer; Lou D. Visone, secretary, and Joseph Hampton, sergeant-at-arms. Directors are Harry Newman, James E. Dolan, Anthony F. Kwiatkowski, Emanuel Hansen, Frank Palumbo, John Cucinotta and Longin Olech.

The **Dallas County (Texas) Association of Cleaners and Dyers** has chosen the following new officers: president, Raymond N. Tyson, Fishburn Cleaning and Laundry Co.; vice president, Herman Sample, Marsalis Cleaning Co.; secretary, Hattie Haney, Dee and Hattie Cleaners, and treasurer, Choice Wallace, Choice Cleaners.

The **Retail Dry Cleaners Association of Haverhill (Mass.)** recently elected James Georgian of Highland Cleaners as president, succeeding Francis W. Cleary. Edward Zelig, Zelig's Cleaners, was elected secretary, and Clement C. Moll, Murphy Cleaners, was reelected treasurer.

Officers of the **Erie County (Pa.) Dry Cleaners Association** were recently reelected for a second term. They are William D. Palmer, president; Edward Lavoie, treasurer, and Thomas Chido, secretary. The installation banquet was attended by over 30 Erie drycleaners and their wives. Dinner chairman Jack Flanagan and Andrew Schwab conducted the installation ceremonies.

# #

Local Meetings: The **Allied Dry Cleaners of Portland, Oregon,** have been holding a series of cost control meetings for managers and supervisory employees. The meetings, which stress on-the-job training and methods improvement, are under the direction of John B. Calhoon, administrator for the group and a charter member of the Training Within Industry foundation. The Allied Dry Cleaners was organized over a year ago by wholesale and retail cleaners of the city.

Accident prevention was the subject of a talk by Marvin M. Kuers, special service engineer for Texas Employers Association, before a recent meeting of the **Wichita Falls (Texas) Laundry and Dry Cleaners Association.** Members of the Texas Laundry and Dry Cleaners Association also attended.

A recent meeting of the **Southwestern Connecticut Dry Cleaners and Tailors Association,** held at Stamford, with president Gilbert Griswold in charge, heard a talk on the legal aspects of the drycleaning industry by former City Court Judge Epifanio.

About 400 persons attended the fifth annual pre-Christmas reception of the **Greater Kansas City (Missouri)** drycleaning and laundry industry. According to Harry Widman, executive secretary of the laundry association, the reception was designed to bring together drycleaning and laundry plantowners with other businessmen and public officials.

New board members assumed office at the December meeting of the board of directors of the **Cleansing Plant Owners of Massachusetts, Inc.,** held in Boston. President Harry Rachleff of Springfield presided. A committee to study the by-laws was appointed, consisting of Herbert Berliner, Lexington; Philip Mason, Taunton; Ralph Sarni, Boston; Melvin Ellis and Libero Gaviani, both of Roxbury.

One of the chief subjects of discussion was whether to continue the present claims program with the Boston Better Business Bureau, in view of the high expense involved. It was decided to present the problem to the newly organized local Boston group and to make a decision in light of the new association's action.

# #

New Boston Organization: Drycleaners from the metropolitan Boston area met recently for the purpose of forming a local organization, under the guidance of the Cleansing Plant Owners of Massachusetts, Inc. Melvin Ellis of Bentley's Cleaners, Roxbury, was appointed temporary chairman, and asked to appoint a committee to draw up by-laws.

# #

Teaching Material: The Indiana Association of Cleaners and Dyers is preparing manuscripts for use in teaching home economics classes in Indiana schools. The material will be distributed to members for passing on to home economics teachers in their comunities, or for their own use in speaking to students, clubs or other groups.

The preparation of the material is being done by a committee composed of Fred L. Cravens, Linton; George L. Turner, Indianapolis; Paul E. Lerch, Fort Wayne; J. H. Hudlow, West LaFayette; Glenn L. Plymate of Shelbyville, and Bruce A. Kramer of North Manchester.

# #

News From Canada: The Laundry and Cleaners Association Branch of the Board of Trade of the City of Toronto, Ontario, held its annual fall dinner meeting in December. The feature of the evening was a talk on "The Facts of Inflation" by G. E. Jackson, economist.

The Dry Cleaners Institute (Ontario) reports the organization of the Huron Division with G. D. Hicks of Listowel elected chairman and H. K. Huber of Orangeville secretary-treasurer. Edgar Hawkes of Owen Sound was elected chairman of the Georgian Division at its organization meeting, with D. M. Cramm of Wiarton chosen secretary-treasurer.

N. I. C. D. NEWS

Latest Technical Bulletins: Recent NICD bulletins continued reports of the research department's findings on the use of soaps to prevent redeposition. The bulletin on metallic prints and air-brushed lacquer prints was written up in *Women's Wear Daily*, the trade paper of the women's apparel industry. The proper handling of sunburst pleats, now back in style, was the subject of another recent bulletin.

The Speakers' Circuit: Among the technical talks delivered at the annual meeting of the Textile Research Institute, held in New York in November, was one by NICD's director of research, George P. Fulton, on "The Serviceability of Newer Fabrics in Drycleaning." The National Standardization Conference, sponsored by the American Standards Association in conjunction with its annual meeting, also held in November in

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The facts on what the proven Ford Truck Power Pilot is, how it saves you money, how it is different from conventional systems, etc., need more space than we have here.

So does all the news about new 5-STAR Cab comfort, new transmissions, new axle ratios, new pistons and camshafts . . . the new features throughout the Ford Truck line for '51.

But these are all facts that can mean real dollar savings to *you*. Mail the attached coupon today.

Ford Trucking Costs Less Because—

FORD TRUCKS LAST LONGER!

Using latest registration data on 6,592,000 trucks, life insurance experts prove that Ford Trucks last longer!

FREE Send me without cost or obligation, the interesting new leaflet giving full facts on the "Power Pilot," plus specification data on the NEW Ford Trucks for '51 indicated below:

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Rd., Dearborn, Mich.

FULL LINE ☐ HEAVY DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY DUTY MODELS ☐

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New York, heard Dr. Dorothy S. Lyle, director of consumer relations for NICD, talk on "A Better Labeling Will Help the Drycleaner."

Dr. Lyle also spoke on consumer relations to about 80 drycleaners at a meeting of the Charlotte (N. C.) Launderers and Cleaners group; on new textile developments at a drycleaner-retailer meeting in Portland, Maine, sponsored by the Greater Portland Chamber of Commerce; on "An Ounce of Prevention Is Worth a Pound of Care" to a meeting of the Tennessee Home Economics and Dietetics Association in Nashville.

At the December 1 meeting of Beta Chapter of the NICD Alumni Society, Albert E. Johnson, director of trade relations, spoke to the group on "The Garment Manufacturing Trade and You."

# #

76th General Class: On December 16 John P. Gray, director of education, presented diplomas to 85 graduates of the 76th General Course. The high scholastic average for the class was made by Arthur C. Orcutt of Benton Harbor, Mich. Mr. Orcutt's average was the highest attained by any student in postwar classes.

Officers of the 76th class were: president, James H. Dowd, Superior, Wis.; vice presidents, Everett E. Lovhaug, Duluth, Minn., and James R. Payne, LaFayette, Ind.; secretary, David A. Bartnett, Jr., St. Louis, Mo., and treasurer, William W. Gregory, South Tacoma, Wash.

CONGRATULATIONS from instructor Truxal (left) to high student Orcutt

# #

Accounting Booklet Released: The NICD has released to its members the booklet, "Uniform Classification of Accounts for the Drycleaning Industry." The booklet gives a complete description of the proper items to be charged to each account. This classification conforms with the uniform accounts adopted by the other textile maintenance industries, so that plants offering more than one service can use the one uniform classification and still separate their costs for different services.

# #

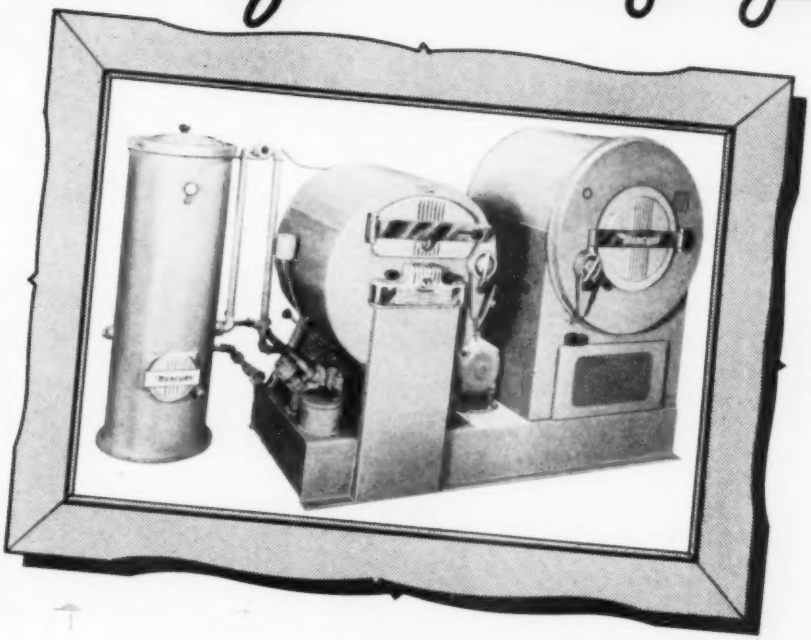
Television Appearance: The featured guest speaker on the Barbara Wells "Why Don't You?" television show, produced in New York on November 15, was Albert E. Johnson, NICD's director of trade relations. The question most frequently asked Mr. Johnson by members of the studio audience was: "Why do drycleaners insist on using stapled metal tags and leave them on garments to break fingernails, tear coat linings and generally ruin customers' dispositions?"

# #

Management Classes: On November 17 sixteen students of the Ninth Management Class received diplomas from John P. Gray, director of education. The graduates are: Olin L. Adams, Concord, N. C.; John P. Arnos, Manchester, N. H.; Wheaton D. Blanchard, Seattle; Gordon B. Clarke, Lynn, Mass.; Kenneth R. Corson, Scituate, Mass.; William D. Driscoll, Decatur, Ill.; Donald J. Drummond, Kansas City, Mo.; Bernard I. Goldberg, Stamford, Conn.; Frederick L. Goldberg, Orange, N. J.; Don J. Goranson, Fond du Lac, Wisconsin; William E. McConnell, Powell Station, Tenn.; L. L. Means, Yankton, S. D.; Robert L. Parry, Rome, N. Y.; Theodore A. Rabena, New Cumberland, Pa.;

GRADUATES OF 76TH CLASS: William A. Anderson, Charles J. Angers, Garabed Arakelian, Jay M. Bacus, David A. Bartnett, Jr., Orvin C. Bertelson, William L. Black, Jr., Robert E. Boxwell, Jacques Breton, Leonard W. Brewer, Jr., Harlow Broecker, J. Louis Brown, George A. Bruner, Glen C. Bryan, John C. Clucas, Richard L. Codrey, Jr., Joseph A. Coffin, Herbert Cohen, Max Cray, Peter J. Decker, James H. Dowd, Irwin H. Eberson, Lloyd W. Elliott, John M. Eskandarian, Robert Estner, John W. Ferrante, Joe Ferris, John D. Giangrieco, William W. Gregory, James C. Harless, Jr., Don C. Hegg, Thomas L. Heithaus, Herbert I. Henoch, Marvin A. Herncall, Everett L. Hicks, Raymond W. Hiscox, Jack LaMar Huish, Anthony S. Jaworski, Louis Kaufman, Arthur Keigley, Jr., Patrick H. Kelley, Norman Kubitz, William E. Lane, John M. Loeser, Everett E. Lovhaug, Sammie D. Lucero, Jack R. Malone, William D. McBride, Robert L. Moller, Lloyd H. Mozingo, John W. Murrell, Arnold A. Norverud, William V. Nelson, Robert L. Newberry, David O'Connor, Carl G. Ohmer, Arthur C. Orcutt, Felix A. Orsini, James R. Payne, Ernest L. Poletz, Howard L. Popp, Richard V. Reifert, Stanley Ross, Raymond R. Roth, Geza W. Sabo, Thomas B. Sanford, John P. Santelik, Robert J. Sauerwine, Karl M. Scherr, James D. Schorpp, Garabed Sexenian, John J. Sheehan, Jack A. Snyder, William E. Stancill, Eugene Stocking, Herbert Sussman, Herbert Swanson, Morton S. Swimmer, Oscar E. Teegan, John Cliff Trahan, Alvin H. Turetsky, Donald Ullmann, Arthur Vartanian, Richard J. Wanklyn, Jr., Harland D. Warnke, Arley E. Wilson, Hay Sik Wong, Duane Wright

A Profit Picture for You!



Mercury, the Modern Petroleum Drycleaning Unit! U. L. listed! Washer-Extractor, Tumbler, 1000 GPH Filter, Pump and Storage Tank in one complete system.

CHECK THESE FEATURES FOR ECONOMICAL OPERATION

- **CLEANS AND EXTRACTS IN THE SAME CYLINDER**
  Operator never handles wet garments. Saves time, labor and solvent.
- **USES SOLVENT THAT IS READILY AVAILABLE**
  140° F. Petroleum Solvent is safe, gives top-quality cleaning and *is in good supply at low cost!*
- **DESIGNED FOR WEEKLY VOLUME OF $1000.00**
  Many growing Mercury owners add a second unit for greater volume.
- **LOW INVESTMENT—LOW MAINTENANCE**
  Easy-to-own with low initial investment and small monthly payments. Finest tools used to provide precision parts for long life.
- **COMPACT AND CONVENIENT**
  Simple operating controls within easy reach to save *your* time. Only 5 x 10 foot space required.
- **FASTEST AIR MOVEMENT TUMBLER**
  Gives complete deodorization. 6 temperature ranges to avoid shrinkage.

Over 3000 Successful Mercury Owners in U. S. A.

MERCURY CLEANING SYSTEMS, INC.

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"THE MODERN PETROLEUM UNIT"

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NINTH management class

TENTH management class

Andrew J. Talone, Ardmore, Pa., and Rene E. Thibault, Berlin, N. H.

Prizes for the best team on master salesmanship and supervisory technique were awarded to Olin L. Adams and Frederick L. Goldberg.

Students graduated from the Tenth Management Class, on December 16, are: Thomas D. Coffield, Kalamazoo, Mich.; David Colosimo, Gary, Ind.; Robert C. Corwin, Des Moines, Iowa; Harold R. Flory, Chicago; Charles A. Goberman, Wilmington, Del.; Lowery I. Humphries, Wilmington, Ohio; Gerald F. McGoff, Minneapolis; C. J. McGroarty, Philadelphia; Marucie Miller, Pottstown, Pa.; Jeremiah B. Mullally, Ft. Riley, Kans.; Bennett L. North, Gardner, Mass.; Edward J. Petrillose, Watertown, N. Y.; LaMar G. Price, Springer, N. M.; Charles W. Rowe, Ottawa, Ont., Can.; Hugh K. Seals, Whittier, Cal.; Eugene M. Terrell, Dallas; Victor B. Towner, Morris, Okla., and Nicholas Zaglifa, Chicago.

Prizes for the best team on master salesmanship and supervisory technique were won by Charles W. Rowe and Hugh K. Seals.

The schedule of future management classes is: April 2, July 9, August 6, October 1 and October 29.

# #

Silk Finishing Graduates: The Seventh Silk Finishing Class, which completed the two weeks' course on November 17, included Thomas D. Coffield, Kalamazoo, Mich.; C. J. McGroarty, Philadelphia; Charles M. Reed, Brazil, Ind.; Henry A. Schraber, Duluth, Minn., and Kenneth J. Spring, Mobile, Ala.

Graduates of the Eighth Silk Finishing Class, which ended December 8, are: Theodore Belisle, Woonsocket, R. I.; Margie De Viney, Winston-Salem, N. C.; W. E. Holland, South Boston, Va.; Mrs. Klein, Glens Falls, N. Y.; Sol Kluger, Washington, D. C.; Mary Doris Lyon, Silver Spring, Md.; Rocco Masi, Waterbury, Conn., and Billie Shriver, Paris, Ky.

SEVENTH silk finishing class

EIGHTH silk finishing class

Future silk finishing classes scheduled during 1951 will be held: February 26 to March 9, July 16 to 27, August 6 to 17, November 5 to 16, and December 3 to 14.

SIGNS OF THE TIMES

(Continued from page 20)

Safety Winners: For operating a year without a lost-time accident, Independent Cleaners and Independent Laundry of Louisville, Kentucky, have been awarded a plaque by Hardware Mutual Casualty Company.

Among 45 industrial plants in the New York metropolitan area who received plaques in the eighth annual Interplant Accident Reduction Contest sponsored by the Greater New York Safety Council was Chauncey Cleaning and Dyeing Corporation of Brooklyn.

# #

Drycleaning in Dow Publication: The October 1950 issue of *Dow Diamond*, a bimonthly publication of the Public Relations Department of The Dow Chemical Company, features an article on drycleaning by P. C. McCutcheon of the company's Solvents Division. Headed "Service—as never before," the five-page article gives a review of the development of drycleaning. The steps in the drycleaning process are attractively illustrated by a number of photographs.

The Drycleaner's View on Rayons: Following up its recent series of articles on "Who's to Blame for Rayon's Bad Name," the monthly trade publication, *Rayon and Synthetic Textiles*, ran in its January issue an article by Albert E. Johnson, trade relations director of the National Institute of Cleaning and Dyeing. Rather exaggeratedly titled "Despair About Rayons," the article points out that only a small proportion of all rayon fabrics on the market actually give trouble to the drycleaners (and consumers).

To make clear the problems of drycleaning rayons, Mr. Johnson's article gives a summary of drycleaning processes, including the necessity for and method of wetcleaning and using water in spotting. He points out that the most frequent types of complaints on rayon are shrinkage, fugitive dyes and finishes, dyes that react to mild acid and alkaline spotters, novelty fabrics such as lacquer stencil prints and flock prints, and napped and brushed surfaces that cannot be handled mechanically without damage.

WHEN YOUR PAINT REMOVER FAILS... USE PYRATEX

SIMPLIFIED SPOTTING CHART

White Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts MULSOLITE 1 part 26° AMMONIA	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Wolverlein Co.)
GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part MULSOLITE 1 part GEN'L. FORMULA #209	POWDERED STRIPPER STREEPENE (For whites only)	
GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEX (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by Crescent Chemical Co.)	TANNIN FORMULA 1 part MULSOLITE 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN	
GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEX 1 part WATER	OILY TYPE—DRY Straight PYRATEX	

CHEAPER spotting compounds often work satisfactorily in the removal of ordinary paint, grease, and other stains shown in group "E" of the Simplified Spotting Chart at the left.

But even the best paint removers fail in the complete removal of those stains containing collodion in group "F." These include

Lacquer
Enamel
Airplane Dope
Nail Polish
New Skin

Pyratex is also superior to conventional paint-oil-grease removers for the removal of *rouge, lipstick, shoe polish.*

Send for valuable treatise on "Lipstick Loads." This treatise outlines in detail the safest and quickest procedure for handling an entire load which has been smeared by lipstick in a drying tumbler.

YOUR FAVORITE JOBBER HAS A FRESH SUPPLY OF PYRATEX FOR PROMPT DELIVERY TO YOU

R. R. STREET & CO., INC.

561 West Monroe St., Chicago 6 — *Industrial Chemists* — SINCE 1876

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National presents 2 machines in 1

Cash Register

LARGE FIGURES at the top of the register SHOW exact amount recorded, protecting customer, merchant, and salesperson . . . Mechanically totals sales of more than one item, eliminating mistakes in addition, saving time . . . 23 special keys to identify clerks, departments, and kinds of transactions . . . Autographic, illuminated detail tape with large "quick-check" type . . . Electric . . . Easy key touch . . . Large cash drawer . . . Many other advantages.

Adding Machine Feature

Electric operation, fast, easy . . . Can be used at any time for adding without disturbing locked-in cash register total . . . Amounts and totals show on *both* the tape and top of the machine as they are entered . . . Large size "quick-check" type . . . Easy key touch . . . Standard keyboard with automatic ciphers . . . Saves valuable time and prevents costly mistakes in daily retail figure-work.

Mechanical Addition...

Builds Customer Confidence

Phone your nearest National office today, or write— **THE NATIONAL CASH**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Never before so much at such a low price

Never before have retailers been offered such a combination of money-saving protection, money-making control, and time-saving convenience at such a low price. As modern as tomorrow! New beauty! New value! The Class 21 represents 66 years of unmatched experience and knowledge of retailers' needs. See — TODAY — this NEW National designed to help you reduce expenses, increase your profits, and save valuable time!

REGISTER COMPANY, DAYTON 9, OHIO

National

CASH REGISTERS • ADDING MACHINES

ACCOUNTING MACHINES

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THREE LANGUAGES are spoken by one Servite driver. Small trucks are an English Morris (left) and German Volkswagen. Latter is lowslung to take steep mountains. Jungfrau, tallest peak at right, is 30 miles away

YANKEE IN SWITZERLAND

Former NICD Employee Helps Design And Organize Modern Plant in Bern

As told by

RICHARD O. FRAHM

TWO Swiss lawyers were dissatisfied with the law business, looked about for a new profession, and chose drycleaning. Thus Mr. Agerter enrolled in the NICD general course, while Mr. Muller laid the groundwork for building and equipping a plant in Bern, Switzerland.

The firm is Servite Chemische Wäscherei, A.G. "Servite" means quick service, "chemische" means chemical, and "Wäscherei" means cleansing. "A.G." is the same as "Inc."

While he was in Washington, Mr. Agerter engaged me as consultant for the firm and trainer for the new employees. I have worked with Servite for nearly two years, during which I selected the equipment, contacted suppliers, planned plant layout and prepared schedules.

The firm started out with a heavy advertising program. It offered two- to three-day service in contrast to the six-day service commonly prevailing. At the standard price mothproofing was given free. If requested, dry sizing or waterproofing was also given without charge (automatically on foul-weather gear).

In a very short time the Servite volume was more than breaking even. Being accepted as an American-type cleaning firm was a considerable asset, particularly because of a sizable American colony in Bern.

One reason for this acceptance was the care taken in training the employees from the beginning. A training period of an hour and a half a day, from 7:30 until 9:00 in the morning, was set up to run for six weeks. All employees were given a general idea of all of the jobs in the plant so that they could better cooperate with each other. Then a concentrated basic course was provided in each of the job classifications.

The spotters, for instance, spent the first week in identification of fabrics and dyes, the second week in the types of stains and their probable locations. The third week covered the composition and characteristics of chemicals, the fourth week was a question period and practice session during which practice stains were worked on, the fifth and sixth weeks included the

Problem

Here's a garment getting more than its full share of dirt. It will be in your plant very shortly and the customer will expect prompt, *complete* cleaning service.

Solution

With BUCKEYE NU-WAY Filter Soap in your petroleum solvent you can remove all moisture soluble soils, greases and perspiration stains. Does not build up excess pressure and can be used dry or with added moisture.

Results

BUCKEYE NU-WAY Filter Soap gives quick, pleasing and *economical* results. Safe on colors and fabrics. Reduces wet cleaning and spotting. No shrinking or wrinkles and assures you of satisfied customers.

BUCKEYE

"NU-WAY" FILTER SOAP

THE DAVIES-YOUNG SOAP COMPANY, BOX 995, DAYTON 1, OHIO

Please send a generous free sample of BUCKEYE NU-WAY Filter Soap, prices and complete instructions for its use.

NCD-251

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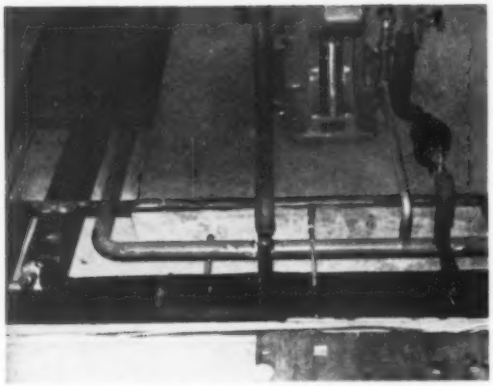


ALL PIPING IS SET IN TRENCHES, with plank covers flush to floor. Flooring is resilient mastic, less tiring to stand on than concrete. Individual machines are fitted with valves on all lines to cut them off without shutting down boiler

handling of the customers' garments under supervision plus a review of the previous work.

I was asked by the editor of THE NATIONAL CLEANER & DYER about the differences between problems faced by drycleaners in Switzerland and those of plantowners in the United States. One is that Servite does not need a fancy call office, because *all* garments are picked up and delivered. Here in Switzerland the people are accustomed to service. In restaurants, for instance, the Frauleins even transfer food from serving dishes to your plate as you need it. The average housewife thus does not even consider bringing her garments to the drycleaner.

Swiss women do not seem to understand the drycleaning process as well as do American women on the whole. They only feel that since it has something to do with chemicals, it must be wonderful. A garment from the drycleaner receives the most minute scrutiny by the customer and is expected to be perfect, regardless of whether it is serviceable or not. On the other hand, the resistance to wetcleaning is less. A Swiss wants the garments absolutely clean, whether it hurts the texture of the fabric or not.

The Swiss send fewer garments, and send them less often. Garments generally are badly in need of cleaning when they come in. Roughly 75 percent are in this condition. The remainder, from the wealthier people, are in pretty good shape. The Swiss have not been sold on drycleaning as a means of prolonging garment life. To them it is only a dirt-removal process. However, the local drycleaning association is engaged in a consumer-education program that is making some headway.

The fact that customers here wait so long to send garments causes considerable yellowing of the collars and insides of the cuffs. This problem is handled fairly successfully with perborate and strong acetic, heated with a steam gun to speed the reaction. Occasionally the entire garment is soaked in weak perborate, allowed to drip dry overnight, and rinsed in the morning. Then it is dried and waterproofing is applied to restore body to the garment.

There are so many people riding bicycles that garments are generally heavily soiled in the seat in addition to the normal areas. Frequently this seat soil is a combination of perspiration, saddle oil and dye. Also, everyone here wears a raincoat ten months of the year, generally of hard-to-clean cotton or poplin. All these have greasy hemlines where they come in contact with the cycle and cycle chains.

Most stains are absorbed on women's dresses because very little acetate is used in Switzerland. It is mostly regenerated rayon. Naturally, being weak while damp, it has to be handled most carefully. Any acetate that Servite handles is sent in by Americans who have brought it over here with them.

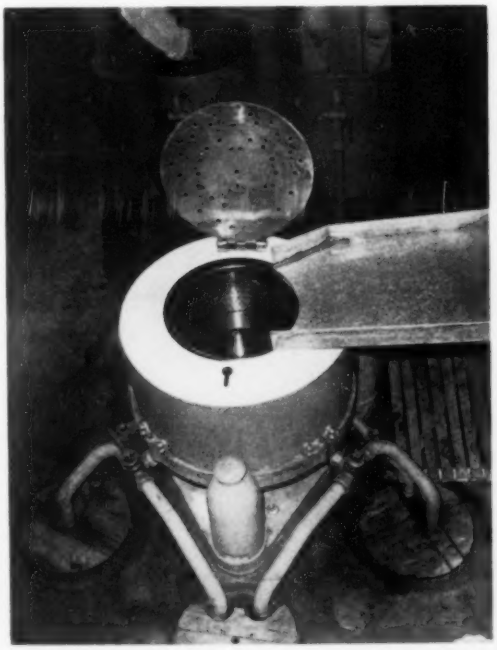
Woolens are mostly short-staple, making them loose and fuzzy. This causes considerable linting. When spotting, the gun must be held at a safe distance.

The men frequently wear knickers which take much more time in finishing. As a general rule men's clothes are tailored but not fancy, and almost always are heavy. Sometimes five suits and a couple of topcoats can make a load for a 60- or 70-pound wheel. The Army of Switzerland wears heavy felted wool summer and winter.

Suit coats are something of a problem, because sleeves must be rolled and then creased at the back to the elbow. Lapels are creased halfway to the first button. Most suit coats are heavily padded in the breast to improve the tailoring.

Finally, Switzerland speaks four languages. In Bern, which is the capital, all four languages are encountered. In the plant I handle all phone calls in "American" and English. A silk finisher handles calls in French and Italian. Another finisher handles calls in German and Swiss-German.

However, these differences seem great only when you talk about them. Drycleaning plants are similar the world over, and I will leave this one with regret when my contract expires. # #



THREE-WAY EXTRACTOR has separate drains for solvent (front), dry sizing (left) and waterproofing. Tanks behind extractor are for dry sizing and waterproofing, are connected to respective drain tanks by single pump with valves to direct recleaned solution to correct tank

NEW Internationals with *Metro bodies–

and look what's in them for a laundryman

New lower Metro floor height for faster, easier loading and unloading.

New wider front-door openings for easier handling of big packages.

New rear doors of different sizes and types to meet every need.

New smart styling that makes the Metro an advertisement on wheels.

New larger windshield, quarter and door windows for safer visibility in every direction.

New wider-tread front axle that permits 37° right and left turns – the shortest practical turns you can make.

New Silver Diamond valve-in-head engine carefully matched to your power needs for maximum economy.

New Synchro-shift transmission specially designed for extra-long life in multi-stop service.

New hypoid-gear rear axle, new springs, new frame, new features from bumper to bumper.

New range of Metro body and International chassis sizes to meet every requirement: GVW ratings from 5,400 to 10,000 pounds; body capacities from 235 to 375 cubic feet.

PLUS . . . Heavy-duty engineered stamina in every *light-duty* Metro. This gives you the long life and economy that has kept Internationals first in heavy-duty truck sales for 18 straight years.

Conclusion: You'll be money ahead to get all the facts from your nearest International Truck Dealer or Branch. Do this now.

*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

International Harvester Builds
McCormick Farm Equipment and Farmall Tractors
Motor Trucks . . . Industrial Power
Refrigerators and Freezers

ALL NEW, ALL PROVED

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY CHICAGO

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time to check your balance

HOFFMAN Petroleum Solvent Equipment *in a range of sizes to match your volume growth*

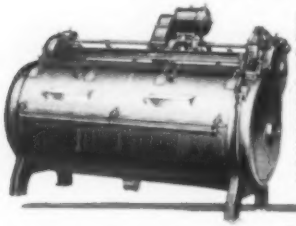
All signs point to increased loads for your petroleum solvent equipment. Take time now to analyze your present operations — will more work in washers throw extractors and tumblers out of balance? Your Hoffman representative is ready to help you "find your balance." And the complete line of Hoffman Stoddard solvent equipment offers you broadest selection for maximum economy. Call or write Hoffman today.

"Greyhound" Open-End Tumbler

For your additional tumbler capacity, dries a 40-lb. load in 20 minutes. Quick and easy to load and unload. Fully adjustable cold air damper. Fin and tube heating coils. Separate fan and cylinder motors.

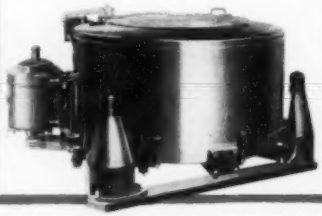
Other famous Hoffman tumblers with low temperature "dry-by-air" design are available for loads up to 200 pounds.

"Lo-Front" Drycleaning Washers



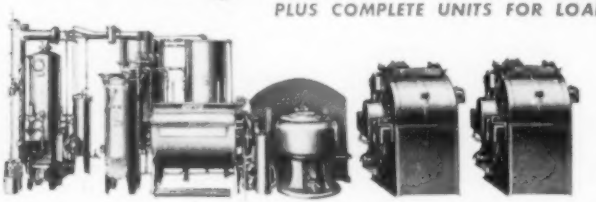
Built to get work out faster. Straight-line slide-out unloading (from the horizontal drainboard of the "Lo-Front") speeds unloading, saves strain on garments. In 36 x 54, 42 x 54, 42 x 64, 42 x 72, 42 x 84 and 54 x 70 cylinder sizes.

40 to 72-Inch "Open Top" Extractors



These rapid starting and stopping models give maximum extraction at lowest power cost. Convenient, single-lever control. Construction throughout is sturdy, durable for full-rated loads. Other Hoffman drycleaning extractors for every load requirement.

PLUS COMPLETE UNITS FOR LOADS UP TO 200 POUNDS



Balanced units, completely piped and wired, ready for hook-up in your plant. Sizes range from models for 35-pound loads to 200 pounds. For big volume production, the Hoffman "Mystron" provides washing, extracting and drying all in one machine for loads up to 300 pounds. Your Hoffman representative has full details on the Stoddard unit for your plant — get the facts now.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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SAFE PROTECTION

where it counts!

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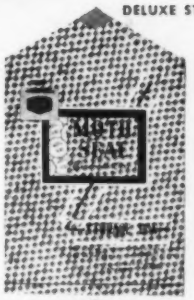

STANDARD STYLE

There is only *one* Moth Seal. No other garment storage bag offers such complete and lasting protection against moth damage. Moth Seal is the *EXTRA SERVICE* bag that adds to the value of your customers' services. It means extra business and extra profits because their customers in turn will pay extra for this extra service. Always sell Moth Seal to your customers and be sure of continuing satisfaction and repeat business.

Two styles . . . Standard Cedar Grain without Windo . . . and DeLuxe Windo style. Order now for the big selling season just ahead!

Serving the laundries and dry cleaners of America

Lincoln Bag Company, Inc.

Para-Lux Products Company

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QUESTIONS and answers

Permanent-Acid Color Change

This blue gabardine coat changed color when spotted with general formula. In the past when this occurred we were able to bring it back by applying ammonia, but failed in this instance. What do we do now?—*R.P.M., Canada*

YOURS is a very recent problem in gabardine fabrics. Some dyes now used on gabardines, particularly blues and grays, are subject to a color change from stable acid salts that cannot be overcome.

Some very common spotting agents will cause this, including rust removers, containing hydrofluoric acid, and tannin formulas, which contain oxalic acid. It is now necessary to test gabardine fabrics on which these spotting agents must be used.

Occasionally this color change can be overcome by prolonged soaking of the entire garment in a water bath. The only other recourse is to redye the garment.

Satin Bridal Gown

With what solution should we prespot the badly soiled hem of a satin bridal gown? Or, if we soak the hemline, what solution should be used? Must the gown be cleaned immediately after prespotting or soaking? Will a switch from petroleum to synthetic cleaning help produce a cleaner gown (we do not do our own cleaning)? How do we properly iron gowns trimmed with beads without damaging the beads?—*A.D.C., New York*

THE soil on the hems of wedding gowns is usually a combination of soil soluble on the dry side and soil soluble on the wet side. Most commercial prespotters contain moisture, making it possible to attack both types of soil in the same operation. Therefore, the standard procedure is to prespot with a moisture-bearing commercial prespotter before doing anything else to the garment. The gown should then be cleaned immediately after prespotting or soaking out.

Most prespotters and soaps contain a fatty acid of some type, very often oleic acid. If not immediately rinsed from the garments the fatty acids oxidize and become unusually difficult to remove.

Many drycleaners find soaking the soil from the hemline effective when using a paste soap solution, which provides effective lubrication of the soil.

If the garment is any color but white, soaking out can be dangerous. Many soaps and prespotters contain quantities of alcohol which cause the bleeding of acetate dyes.

In many cases either the prespotting or the soaking followed by drycleaning will completely remove the soil. If not, the hemline should then be brushed out with water and a neutral wetting agent or wetcleaning soap. If soil is still noticeable after rinsing and drying, the area should again be prespotted and drycleaned.

A change in the type of drycleaning solvent will not in itself produce better cleaning since both types of solvent can be equally effective. It is the ability and conscientiousness of the man using those solvents that determine the quality of the cleaning.

Areas of gowns that are adorned with beads should be finished on the puff irons from the reverse side. If added pressure is necessary, these areas can be pressed with an iron on the reverse side, with the beads nested in turkish toweling or double-faced flannel for protection.

Thorough Prespotting for Lipstick

In a load full of lipstick, this robe is the only one we were unable to clear up. Will you help us, please?—*A.C.O., California*

THE key to effective removal of lipstick from garments, after an undetected lipstick melts in the tumbler and spreads throughout the load, is careful prespotting of the stains. Almost any of the commercial prespotters is satisfactory but some cleaners prefer to combine an oily type prespotter, a volatile type, and amyl acetate, in equal parts.

If the garment has been recleaned, the remaining stains are presumed to be dye stains, and handled accordingly. After measuring the garment, a bath is made of about 10 gallons of water to which a wetting agent and a couple of ounces of ammonia are added. Then the garment is allowed to soak as long as possible (four to six hours if the dyestuff in the garment itself does not bleed). Then the garment is wetcleaned in the usual manner and soured after the final rinse. This should clear the garment.

If the stain remains, return the garment to the soaking-out bath and soak it for as long as the dyestuff permits. Then wetclean again.

The failure of lipstick removal is usually caused by failure to prespot thoroughly. Thorough prespotting removes the carrier for the red dye in the compound that makes up the lipstick. If any of this carrier remains in the fabric, it will persist in holding the dye against any wetcleaning action.

If the above method is not effective in completely removing the stain, it is unlikely that it can be done, because even bleaches seem to have little effect on this lipstick dyestuff.

Hot Water Moves Acetate Dye

What caused the loss of color on this green acetate dress?—*E.L.C., Georgia*

THE color loss in this dress was caused either by hot water spilling on the garment and loosening the dye sufficiently to wash out in drycleaning, or by the application of water to the garment followed by pressing with a hot iron. Much similar damage has been done by customers in their attempts to remove hemlines from garments containing acetate by wetting the fabric and then using a hot iron.

It is hard to determine the exact cause of most such cases. For example, it has been done by water coming through the head of a press. A similar reaction occurs when a puff iron spits steam that is too damp.

The only way to improve the appearance of the garment is to redye it.

HAND SCRUBBING ELIMINATED FOREVER!

NEW Hopkins SCRUB-O-MATIC SAVES TIME, LABOR, MONEY

Now for the first time the laborious operation of garment scrubbing has been made easy.

Instead of hand-scrubbing 20-25 garments per hour with the hardest kind of labor, you can now do 85-100 garments—and the only labor is feeding garments to the Hopkins Scrub-O-matic. Quality is better too, because the Scrub-O-matic does a *thorough* scrubbing job.

It has been carefully pre-tested in plants for 3 years...and proved a time, labor and money-saver.

Send coupon for full details.

HOPKINS EQUIPMENT COMPANY
Hatfield, Penna.

Dip in Solution

Pass through Brushes

"A REAL PROFITMAKER"

Says Lottig De Luxe Cleaners, Philadelphia

"The Hopkins Scrub-O-matic has proved a real profitmaker in our plant," says Lottig Deluxe Cleaners, of Philadelphia, Pa. "It has made a 50% saving in direct labor costs in that department . . . resulting in substantially greater profits. One of the toughest jobs in the plant is now the easiest. Not only that, but the quality of the work has improved. The Scrub-O-matic does a thorough job and does it faster.

"We've had our Scrub-O-matic for 2 years, and despite hard usage, there has not been a single repair or replacement part necessary."

HOPKINS EQUIPMENT COMPANY
Hatfield, Penna.

Please send me complete information and prices on the Hopkins SCRUB-O-MATIC.

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Company_____

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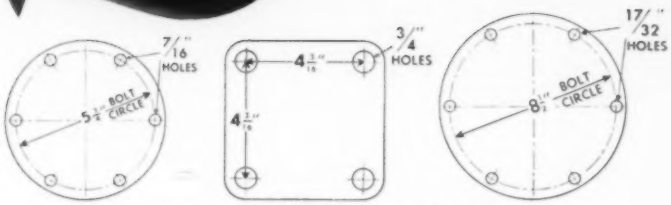
New McDONNELL Make-up Water Feeder for Receiving Tanks



Three flanges are provided to meet all conditions.

Drawing below shows boiler controlled by McDonnell No. 150 or 157 Low Water Cut-off, pump control and alarm with No. 21 make-up feeder on receiving tank.

No. 150 or 157 starts and stops pump as dictated by changes in boiler water level. If boiler is automatically fired, circuits from switches on No. 150 or 157 provide low water fuel cut-off and low water alarm. No. 21 maintains minimum water supply in receiving tank for feed pump to draw upon.

This method provides protection from low water and assures dollar-saving efficiency by holding boiler water level within recommended close limits.

The ideal way to maintain the boiler water level is by controlling the feed-pump *from* the boiler water level itself by a control such as the McDonnell No. 150 or 157 as shown in the diagram below. To properly carry out this method it is, of course, necessary to equip the receiving tank with an automatic water feeder which will maintain a minimum level in the tank at all times by providing make-up water whenever necessary to supplement the returned condensate.

The New McDonnell No. 21 Make-up Water Feeder illustrated above was especially designed for this service. Mounted directly on the receiving tank as diagrammed, it feeds water directly into the tank as indicated by the arrows in the illustration.

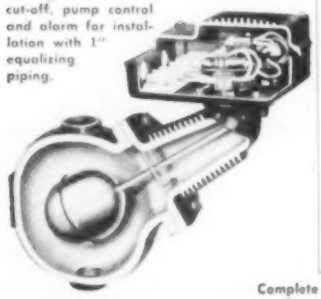
Here is a generously built, heavy-duty feeder that will handle this job supremely well. The McDonnell cam-and-roller straight-thrust valve design provides drip-tight closure against supply pressure up to 150 lbs.—extremely important in this application. Valve, cone and seat are stainless steel, protected by a large built-in strainer. Feeding capacity is sufficient to take care of make-up requirements of large boilers. A typical refinement is a provision for blocking the float in "down" position during shipment to avoid all possibility of injury to working parts.

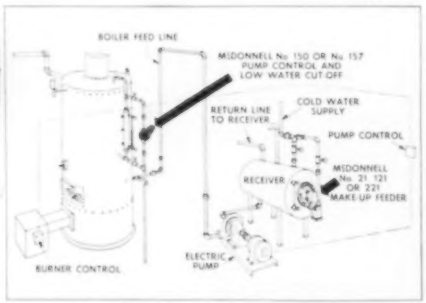
Notice that the No. 21 flange is the same size as that of the most popular makes of float switches and that two other sizes and patterns are available as shown in the drawings above. A complete system employing the No. 21 is described opposite. Ask for new bulletin L-79 containing complete information.

McDONNELL & MILLER, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

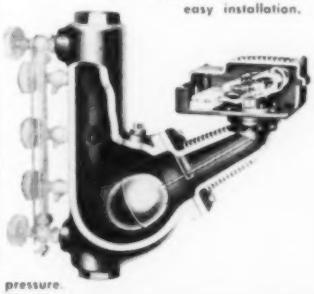
Doing One Thing Well

No. 150 Low water cut-off, pump control and alarm for installation with 1" equalizing piping.





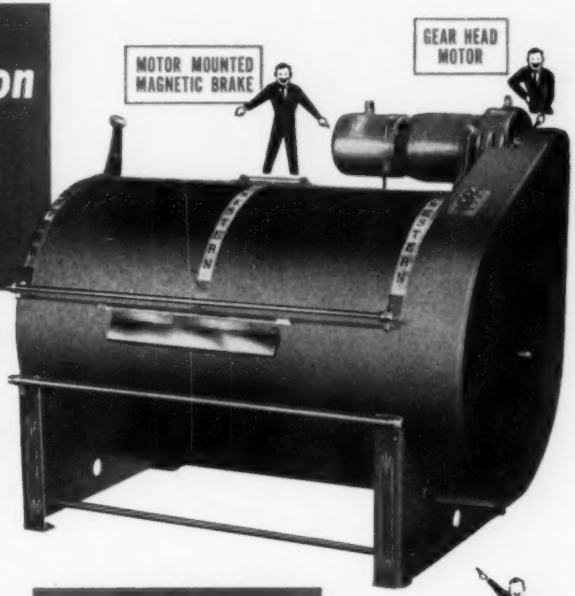
No. 157 — same as No. 150 but in water column form for easy installation.



Complete system of boiler water level control for boilers up to 150 lbs. pressure.

McDONNELL *Boiler Water Level Controls*

SIMPLEST, Push-Button DIRECT DRIVE WASHER



The WESTERN
MODEL 500
DIRECT Motor Drive

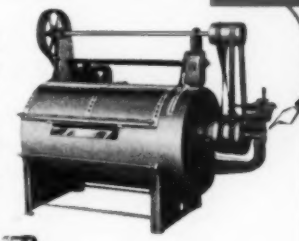
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.

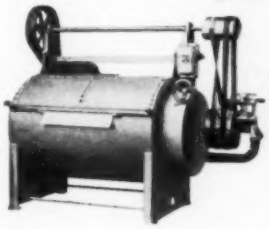
REQUIRES LESS FLOOR SPACE THAN MOST WASHERS

Other WESTERN Washers and Extractors to Suit Every Requirement!

Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



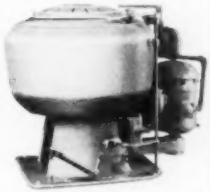


Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.

Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

Western Laundry Machinery Company

NORTH KANSAS CITY, MO.

10th & Fayette, Dept. NC, North Kansas City, Mo.
Please forward details on Western equipment as checked:

Model 500:
- ☐ *Direct Drive*
- ☐ *Belted Motor Drive*

Model 50:
- ☐ *Size* ____
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CHANGE IN SOUTH CAROLINA

by WILLIAM R. PALMER

MOST significant item at the annual convention on December 6 and 7 of the South Carolina Association of Launderers and Cleaners, Inc., was the change in the constitution. In the future one director will be chosen from each judicial district instead of two from each congressional district.

This change not only provides two more directors but directly fixes responsibility for districts upon one director. Also, the districts involved are much smaller, making for quicker and easier contacts between directors and the members in the respective districts. It was the consensus of the meeting that this would make for much greater effectiveness in a period when association activity will become most important in both state and national affairs.

This stress on political and economic affairs was further emphasized by two of the speakers appearing at the Greenville meeting. Harold Howe, manager of the AIL's Washington office, described the preparations being made jointly by all the textile service industries to assure that those industries will receive a fair deal when restrictions on industry are re-established in Washington. W. B. Palmer, editor of THE NATIONAL CLEANER & DYER, pointed out that a sellers' market similar to that existing in the past war is not likely to re-occur, and that service and quality are likely to remain important factors in maintaining profitable dry-cleaning businesses.

A third feature of the program was the technicolor film, "Leave Less to Luck," presented by Don E. Tuttle of the Procter & Gamble company. This primer of detergency and soil removal is always well received and worth seeing more than once.

SOUTH CAROLINA'S OFFICERS are now, left to right: R. B. Thomasson, president; L. L. Jenkins, vice president; Ernest Pittman, treasurer; Jake D. Hill, executive secretary, and Robert Robinson, retiring president

The registration was reported to have been near 200, including those who attended the final banquet. The officers chosen for the coming year are the following:

R. B. Thomasson, Greenville, president; L. L. Jenkins, Charleston, vice president; Ernest Pittman, Greenville, treasurer, and Lloyd Hamiter, Columbia, sergeant-at-arms. Jake D. Hill was continued as executive secretary. # #

WISCONSIN "QUICKIE"

by LOU BELLEW

ABOUT 375 delegates attended the annual one-day convention of the Wisconsin Dry Cleaners Association, held on December 3 in Milwaukee. The fast-moving sessions were climaxed by a banquet and a fine floor show.

The morning session featured James H. Wellwood of R. R. Street & Co., Inc., speaking on preparation for wartime conditions, which he said will mean higher costs all along the line. To meet these conditions the smart cleaner, said Mr. Wellwood, will do all he can toward providing better working conditions, and will increase the life expectancy of his buildings and equipment through proper maintenance.

The second speaker, management engineer Walter C. Zinniel, showed how drycleaners' prices have failed to keep pace with the cost of processing. For instance, suits in the Milwaukee area in 1940 were $1.25; today they are $1.35. In comparison, the take-home pay of the employee has increased 130 percent in the state of Wisconsin, with *less* efficiency in production. Mr. Zinniel was loud in his praise of the NICD cost bulletin and urged members to cooperate with the Institute and

NEW WISCONSIN PRESIDENT Harold Whitaker with Mrs. Whitaker

Knock Out Fatty Acids With Blue Label Darco

. . . and get sweet-smelling quality dry cleaning!

You'll score a clean K.O. over fatty acids if you use Darco as your "Sunday punch" —*every* day!

Here's what to do *every* morning before you start operations. Precoat, then add Darco to your washer and recirculate solvent until clear. Now, you're ready to run your first load.

You do this only *once* a day—if you use enough Darco *regularly*.

Regular use of Darco keeps your solvent clear and clean . . . odor-free and color-free. There's no need for special "sweeteners" because Blue Label Darco kills off the *cause* of odors by trapping fatty acids and all kinds of residues that foul your solvent.

See your Darco distributor now! Write for the Blue Label Darco instruction card.

DARCO

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DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 East 42nd Street, New York 17, N. Y.

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answer questionnaires on costs.

In the afternoon Max Feinberg, general counsel of the National Institute of Cleaning and Dyeing, spoke on government controls in the cleaning industry. Dr. Paul Mundie, consulting psychologist, followed with a discussion of how to get the best out of employees by properly understanding the way their minds work. Ken Thomas and Melva Krogh of *American Drycleaner* put on an entertaining little skit to show how to build sales.

Present foreign problems were discussed by Robert F. Hurleigh, radio news commentator. With the speaker answering questions from the floor, the talk developed into a very enjoyable "Town Hall" meeting.

The Wisconsin group chose Harold Whitaker of Sheboygan as its new president and Carl Normington as vice president. Egon W. Peck continues as secretary-treasurer. Clement Friedl, the retiring president, and Harry Lokemoen are the new directors. # #

ILLINOIS FEATURES TOURS

by LOU BELLEW

NEARLY half of the 270 registrants took advantage of the plant tour scheduled for the first day of the 34th annual convention of the Illinois State Cleaners & Dyers Association, held in Chicago November 17 and 18. Chartered buses took off at intervals during the first day, offering a choice of seeing either three or six outstanding Chicago cleaning plants. The evening featured an old-time barn dance.

The Saturday-morning session started with Helen Jones Rea, personnel manager of Swan Cleaners of Columbus, Ohio. Mrs. Rea described the efforts of Swan Cleaners to increase sales through a program designed to better instruct their counter girls in the art of selling. Her talk was followed by a style show, with Laura Herrmann Porterfield explaning each of the new fashions and suggesting the best ways of handling them in the cleaning process.

LEFT TO RIGHT: John J. O'Connor, past president, Ray Stone, new president, and Ed Breen, Jr., general convention chairman

Joseph S. Coughlin of White Swan Launderers and Dry Cleaners, Evansville, Indiana, wrapped up the morning session with his talk on "How To Increase Route Sales." Joe didn't seem to leave out a single thing as to how the White Swan kept their routemen "on the ball"—including wages, bonus, training, and prehiring tests.

Our nomination for the world's fastest talker goes to Ben Rosenfield, executive secretary of the Chicago Cleaners, Dyers & Plant Owners Association. Due to lack of time he crowded his normally half-hour-long report into no more than five minutes. (Winchell, watch your laurels.)

Norbert Berg, managing director of the National Institute of Cleaning and Dyeing, gave the picture of what appears to be the future of the cleaning industry, as seen from Silver Spring, Maryland.

Acting as moderator, Ed Breen, Jr., general convention chairman, introduced the members of the concluding panel session and turned the audience loose for a fast question-and-answer period.

Naturally, no convention is complete without a banquet and dance, and this meeting was no exception. The banquet was a gala affair, attended by 330 conventioneers.

Officers of the Illinois group are Ray Stone of Peoria, president, succeeding John J. O'Connor of Oak Park; Rudolph Maslek of La Grange, vice president, and Ralph Ackerman of Peoria, secretary. # #

TOUR OF CHICAGO CLEANING PLANTS attracted many delegates to convention

for the fast, safe removal of

PAINT AND GREASE

SWEET SPOTS

NAIL POLISH

KEEP OFF

GRASS STAINS

LIPSTICK

1 DOES THE WORK OF 5

Fast-acting W.P.R. is the preferred spot-remover among leading dry cleaners everywhere. For W.P.R. is safe . . . economical to use . . . and does a thorough job of removing tar, paint, grease, nail polish, lipstick, sweet spots, albumen, many dye stains and varnish. Try a gallon today and see for yourself why this all-around spot remover is the answer to your spotting problems.

- **W.P.R. makes an excellent wet spotter . . . speeds high quality volume production**
- **W.P.R. rinses readily with water or dry solvent**
- **W.P.R. is absolutely safe on colors and celanese**

Have you tried these other work-saving products?

JIFFY-STICK
Removes ink, iodine, beverage, fruit and many dye stains

STRIP-STICK
Stripper and stain remover for bled-on dyes and colored stains

RUSTICK
"Writes off" rust stains instantly, removes spots that respond to acid

SUPER-SOL
Pre-spotting soap removes tar, grease, food stains, bottom streaks

CELA-SOL
Chloroform substitute acts fast, feathers readily, dries completely

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CONVENTION IN COLORADO

FOR the first time members of the Mountain States Cleaners and Dyers Association, meeting in Pueblo, Colorado, December 1 and 2, elected a statewide board of control. Richard I. Lyles, Pueblo, outgoing association president, was named chairman of the new board of control, which includes a director from each district. They are John Hollingsworth, Denver; H. L. Bennett, Greeley; Earl Day, Montrose; M. H. Benson, Alamosa; John Brown, La Junta, and A. C. Webb, Colorado Springs.

New officers elected at the same time are Guy Pearce, Denver, president; John W. Stines, Pueblo, vice president, and Joe North, Denver, re-elected secretary-treasurer.

Approximately 70 delegates were present for the convention sessions. The highlight was a panel discussion on unserviceable garments held the afternoon of December 1. Participants were Gordon Hinds, Pueblo attorney; Ira K. Young, manager of Crews-Beggs Dry Goods Co. of Pueblo and vice president of the National Retail Dry Goods Association, and C. G. Pierce, manager of the West Coast branch of the National Institute.

Mr. Hinds presented the consumer's viewpoint as well as legal aspects of the problem. Speaking as a lawyer, his advice to drycleaners was, "Be careful what you promise the consumer in guaranteeing your work." He pointed out that all a cleaner is expected to do, as far as the law is concerned, is exercise a "reasonable degree of care."

NEW COLORADO OFFICERS, left to right: Joe North, Guy Pearce, Richard I. Lyles, John W. Stine, H. L. Bennett

On behalf of retailers, Mr. Young urged association members to be as careful as possible in cleaning garments, but he added that he felt all merchants should redouble their efforts to eliminate the sale of inferior materials and trimmings. Mr. Pierce discussed various unserviceable fabrics now on the market, which cleaners may have to cope with, and showed samples of damage.

Other speakers at the convention included Richard Trefz, president of the Arkansas Valley Bank, Pueblo, who discussed "Business and Its Future Trends"; Noel Cooperider, Butler Manufacturing Co., speaking on "Cleaning Room Practices That Win and Lose," and P. C. McCutcheon of Dow Chemical Co., whose subject was "Advertising and Merchandising of Drycleaning." # #

SOME OF DELEGATES at Colorado convention. Speaker is Richard I. Lyles, outgoing president

MEETING IN MISSISSIPPI

Left to right, front row: Gordon Marks, Philip Kolb, John Gilbert, Jack Reilly, W. D. Alberts, E. R. Jones, Julius Herman, M. A. Mayo, F. E. McRae. Back: Merle Fraser, C. H. Fullerton, E. T. Flurry, O. K. Batte, Sidney Selvidge, Louis A. Pichetto, George Rogers, J. H. Carter, John A. Tyson

AT the sixth annual convention of the Mississippi Laundry and Cleaning Association, held December 3 in Jackson, W. D. Alberts of Gulfport was elected president, E. R. Jones of Meridian and Julius Herman of Jackson were named vice presidents, and Gordon Marks continues as secretary-treasurer.

Directors and members of the executive committee are past president Sidney Selvidge and C. H. Fullerton of Greenville; Philip Kolb, Jack Reilly and O. K. Batte, Jackson; J. H. Carter and John Gilbert, Meridian; M. A. Mayo, Hattiesburg; Merle Fraser, Columbus; E. T. Flurry, Canton; Louis A. Pichetto and George W. Rogers, Vicksburg, and John A. Tyson, Macon.

The featured speaker was Norbert J. Berg, managing executive of the National Institute of Cleaning and Dyeing, who discussed the position of the drycleaning industry under present conditions. "Making Things Happen" was the topic of George H. Isaacson, director of technical departments of the American Institute of Laundering. He described practical operating methods for highest efficiency and recommended good-will advertising campaigns, including plant visits.

NICD engineer Robert E. Cowie used slides to illustrate his talk on "How To Improve Methods," pointing out the savings in time and money that could be effected by proper layout and equipment. Procter and Gamble's film, "Leave Less to Luck," was shown by Don Tuttle, and C. B. Kasson of R. R. Street & Co., Inc., discussed the subject, "You Can Sell—the Deaf and Dumb."

About 300 drycleaners and laundryowners attended the one-day meeting. # #

THIS MAN is preparing to remove extracted garments from a WASHEX Dry cleaning Machine

WASHEX
COMBINATION WASHER-EXTRACTOR

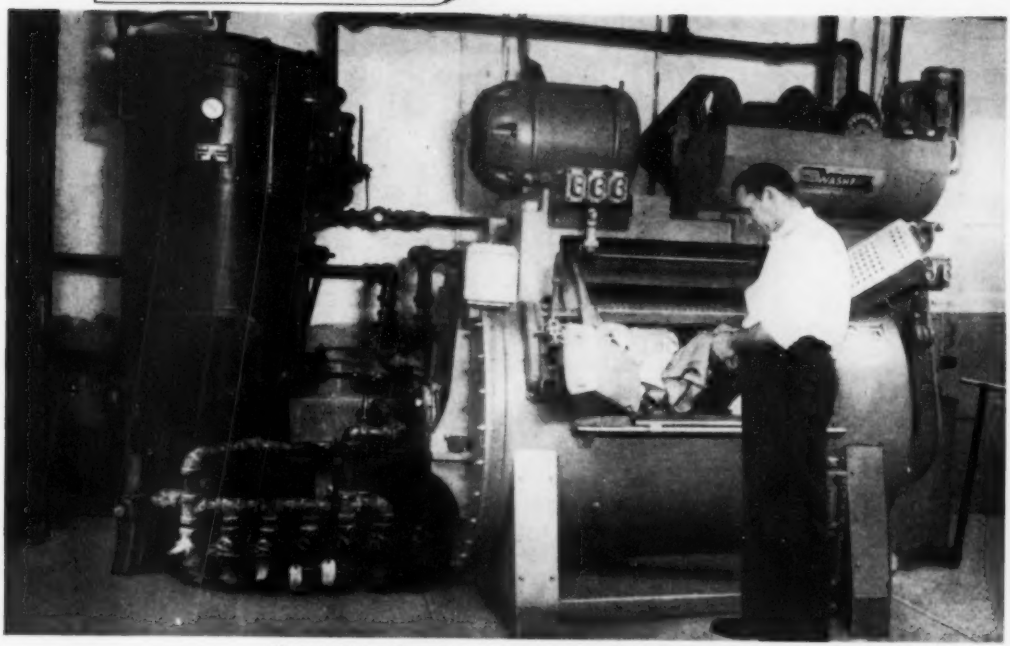

Photo at Windsor Cleaners, Newark, N. J. showing 200 lb. Washex unit

He has not used: (1) clumsy drain boards
(2) unhandy drain Trucks *(3) a time-consuming extractor
(4) nor handled heavy solvent soaked garments

*WASHEX CLEANS AND EXTRACTS IN THE **SAME** MACHINE

Write for FREE WASHEX BOOKLET-A
describing
SIZES 100 TO 500 LB. CAPACITIES

WASHEX
COMBINATION WASHER-EXTRACTOR
TRADEMARK

the proven washer-extractor

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP.
192 BANKER ST. BROOKLYN 22, N. Y. EVergreen 9-6154

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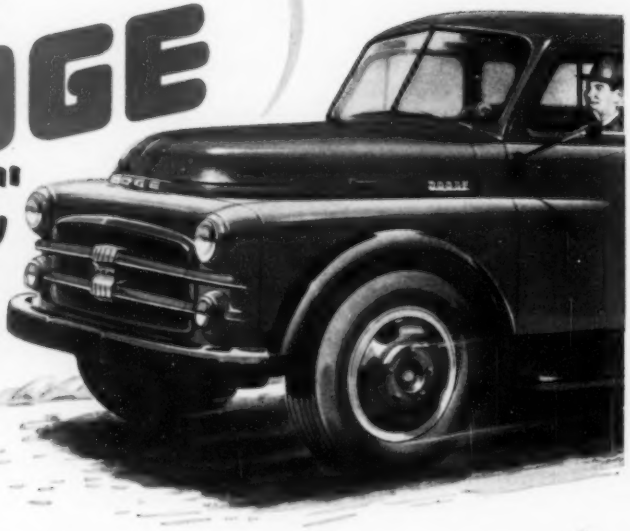
ANNOUNCING!

NEW DODGE "Job-Rated" TRUCKS



The trucks that do the most for you!

NEW Greater Power! Eight engines—with horsepower increases as high as 20%. You'll enjoy the *right power* for your job! *With all their extra value, Dodge "Job-Rated" Trucks are priced with the lowest!*

NEW Easier Handling! Now, even sharper turning! More comfortable steering angle and easier-operating new worm-and-roller steering gears! You also get such proved features as cross-steering, wide front tread, short wheelbase.

NEW Interiors! Striking new, massive appearance—inside and out! Lower hood line for better visibility. Attractive two-tone cab interiors. New clear-vision instrument panel. New seat comfort.

NEW Extra Quiet Brakes! Another Dodge "first"! Molded, tapered Cyclebond brake lining. Practically eliminates squeal and grab. Extra-smooth, positive action. Extra-long life. Standard on trucks 1½-ton and up, except air brake models.

ANOTHER DODGE EXCLUSIVE! gyrol fluid drive now available on ½-, ¾-, and 1-ton models.

MORE THAN 50 BRAND-NEW IMPROVEMENTS . . . INCLUDING

- NEW! SMOOTHER RIDE
- NEW! EASIER LOADING
- NEW! EASIER BAD-WEATHER STARTING
- NEW! GREATER ELECTRICAL CAPACITY
- NEW! EASIER-TO-READ INSTRUMENTS
- NEW! BETTER VISIBILITY IN BAD WEATHER
- NEW! MORE EFFICIENT FUEL PUMP

See the NEW **DODGE "Job-Rated" TRUCKS** on display at your dealer's **SATURDAY, FEBRUARY 10th**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FILM WAS SHOWN in school gymnasium; seating capacity of theater too small

OKLAHOMA FILM PREMIERE

by JIM BOHNSACK

OVER 750 Oklahoma drycleaners and their guests from surrounding states assembled on the campus at Oklahoma A. & M. College, School of Technical Training, at Okmulgee, Oklahoma, on December 10 for an all-day convention ending "Okmulgee Tech Week." Visitors not only toured the drycleaning department at the trade school but visited the other industrial shops at the school.

The special feature of the day's program was the first showing of a public relations film produced by the Oklahoma State Association of Cleaners and Dyers. The film, "After the Ball Is Over," is meant to inform persons who have no knowledge of the industry of the many steps necessary in servicing their garments. Many scenes from the film were made in the Okmulgee school's drycleaning plant under the supervision of the association.

Following a musical program, L. K. Covelle, director of the Okmulgee trade school, spoke to the cleaners on "The Benefits of Audio-Visual Education." J. E. Rowe, association director from Bartlesville and chairman of the public relations committee, closed the program with a talk on "I Accept the Challenge."

Speaking of Okmulgee Tech, a technical training branch of Oklahoma A. & M. College, C. A. Young said: "Industry must keep step with the times and only through a school such as this one is it possible. Trainees at Okmulgee's A. & M. trade school are taught the latest techniques of their trades since a course can be changed or improved on a day's notice as suggested by the advisory committees."

Dr. Randell T. Klemme, vice president of Oklahoma A. & M. College at Stillwater, said: "The parent college is proud of the program at Okmulgee Branch, which is fulfilling the functions necessary to develop the state. The school is not only laying a foundation for an increase in general workmen's wages but is presenting a challenge to the industrial workmen to study their trade every day following graduation on a 'learn by doing' basis."

Dean T. Jayroe, Oklahoma City, president of the Oklahoma Association, was master of ceremonies at the convention. Eulas Massey, head of the drycleaning department of the school, was host to the group.

Others attending the convention included C. L. Young, president of the Texas Institute of Dry Cleaners; E. J. Brucks, editor and publisher of the *Texas Laundry and Dry Cleaners Journal;* John Cash, executive secretary of the Oklahoma Dry Cleaners Board and chairman of the advisory committee to the college drycleaning plant, and several Oklahoma legislators.

The cleaning division is operated on the suggestions and aid given by representatives from the industry. Members of the advisory committee at present are Mr. Cash; Paul Buhl, Buhl's Cleaners, Tulsa ,Oklahoma; B. A. Clark, Clark's Cleaners, Norman, Oklahoma; Theron Guffey, Zenith Cleaners, Abilene, Texas; Earl Pettit, Pettit's Cleaners, Winfield, Kansas; William Robinson, Robinson and Moore Cleaners, Wichita, Kansas, and C. A. Young, Young's American Cleaners, Wichita Falls, Texas. # #

OKLAHOMA PUBLIC RELATIONS COMMITTEE, left to right: A. B. Clark, J. E. Rowe, Dean T. Jayroe, E. F. McComb and John D. Cash

PRESENT AT MEETING, left to right: Paul Buhl, Dean T. Jayroe, J. E. Rowe, C. A. Downey, Les Dixon, C. V. Clark, E. F. McComb, Dewey Howle

Quality Furs, Inc.

MANUFACTURING FURRIERS 333 SEVENTH AVENUE, NEW YORK 1, N. Y. · CHICKERING 4-8040

September 19, 1950

National Cleaner & Dyer
H. H. Donnelly Corp.
304 E. 45th Street
New York, New York

Gentlemen:

I have just had the pleasure of reading David G. Kaplan's "Fur Book", published by you.

For the first time, fur production techniques are explained and illustrated in a manner so clear and simple, even the layman can understand it.

To say that every furrier, whether he be a manufacturer or retailer, can derive much valuable information on manufacturing, repair and remodel techniques, only begins to describe the usefulness of the "Fur Book".

I wish it were possible to place this book in the hands of every fur buyer, salesman, processer, storage man, department store, specialty shop executive and others handling fur garments, so that all would properly appreciate the whys and wherefors of fur garment craftsmanship.

Very truly yours,
By Herman Suskind
Herman Suskind

HS:MC

From one of the country's most outstanding furriers

Here are just a few of the comments of fur authorities about

THE FUR BOOK

BY DAVID G. KAPLAN

From Fur Trade Review, a leading industry weekly:

"No better praise for the latest of fur books to reach the market could be wanted than the subtitle of David Kaplan's latest work, which reads:

" 'A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling'

"And for once we're happy to receive a book that does live up to its promises. . . .

" 'The Fur Book' is recommended to both the craftsman and neophyte as enabling them to do any job correctly the first time. A good book, indeed. . . ."

From the president of Bonis Bros. Fur Machinery Corp.:

"I was particularly interested in your sections on learning how to sew, and the other descriptions of sewing methods used on common furs. This is the first time I have ever seen these principles put down on paper and with pictures and all, let alone as completely as you have done."

If you don't agree with the experts—the purchase price of only $7.50 will be refunded if the book is returned to us within five days. Send now for this

INDISPENSABLE TEXTBOOK FOR EVERYONE WHO HANDLES OR PLANS TO HANDLE FURS!

The Fur Book includes basic techniques, standard and improved methods for processing and conditioning, types of pelts, common problems and how to solve them, considerations in setting up a fur business or department. Every phase described step by step, with sample jobs in detail and fully illustrated throughout. Complete, practical, easy-to-understand presentation by an experienced teacher-furrier.

PRICE ONLY
$7.50
(postage prepaid)
SEND IN THE COUPON
NOW!

The NATIONAL CLEANER & DYER
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☐ CHECK ☐ MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.

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Firm _____

Address _____

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LEGAL DECISIONS

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by A. L. H. STREET

Garments "Insured" by Cleaner

A New Jersey store received two suits of clothes to be cleaned and pressed. It issued a receipt that read in part: "All goods insured against fire while in our possession." The suits were destroyed in a fire that demolished the store, without any fault on the owner's part. The customer sued for the value of the suits, claiming that they had been "converted"— a legal term meaning misappropriated. Did the trial judge correctly allow damages?

YES, decided the New Jersey Supreme Court, in the case of Ditmars v. Grand Stores, 46 Atl. 2d 158. The court reasoned:

By agreeing to "insure" the goods while in its possession, the store made itself liable for the loss in spite of the fact that it was not at fault. Except for that agreement, the store would have been in the clear.

True, the owner of the clothing failed to prove his claim that the store had "converted" it. But the Supreme Court said that the trial judge properly permitted the customer's lawyer to amend his complaint by alleging that the store had insured the clothes against loss.

Accidental Injuries to Patrons

As a cleaner's patron was leaving a counter where she had received a garment, the projecting toe of one of her galoshes caught under a loose end of molding at the base of the counter, resulting in her falling and being hurt. Was the cleaner liable?

THE Tennessee Court of Appeals, Eastern Section, decided that the evidence in the patron's suit for damages justified the jury in concluding that the cleaner had been negligent in permitting the molding to remain in defective condition, and that the patron was not guilty of carelessness that was the direct cause of her injury.

The court said that the case came within the rule of law that anyone who invites people to come to his place of business must use a reasonable amount of care to see that the part of the premises to which they are invited is in reasonably safe condition. (Cherry v. Sampson, 232 S. W. 2d 610.)

Comment: To many it may seem unreasonable for a court to say that the cleaner should have foreseen that by permitting one end of the molding to remain loose, about an inch above the floor—probably due to sinking of the floor—he was endangering patrons standing at the counter.

But the decision will serve the useful purpose of reminding all cleaners that they should use extreme care to correct any defective condition on that part of their premises to which customers and other business visitors are invited. It costs less to avoid a lawsuit than to defeat one, and it is much better and less expensive to use considerably more care for the safety of visitors than to use just a little less care than the law requires.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely upon your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

Insufficient Defense of Damage Claims

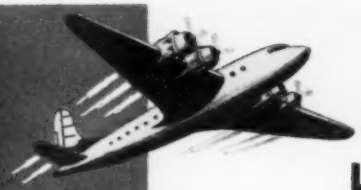
When a patron sues for damage or loss and proves delivery to the cleaner of his goods in good condition, is it up to the cleaner to show just how the goods were handled and that the handling was proper?

YES, according to the decisions of practically all courts which have passed on such cases. The law requires the patron to show first that he delivered his garments or other goods in an undamaged condition, and then that they were returned in damaged condition. Then the "buck" passes to the cleaner, who must show that the damage occurred through no fault of his.

How one cleaning company fell down in the defense of a claim, growing out of moth damage to rugs, is shown by a decision of a Louisiana court. (Woodward v. Royal Carpet Cleaning Co., 134 So. 443.)

The owner of the rugs and members of his family testified that the rugs were unblemished when sent to the cleaning firm. The cleaner offered no testimony to contradict that statement. He merely claimed that the rugs were cleaned within 10 days and that if moth damage was evident when they were returned it was because moths were already in the rugs, since such pests must be six weeks old before they start chewing rugs.

The court—one of Louisiana's Courts of Appeal—said that if it had been convinced that the rugs were really cleaned within 10 days and that that was not an unreasonable delay, considering the "customs and necessities of the rug cleaning business," the case would have been decided in favor of the company. But the court thought that the circumstances showed a negligent delay in cleaning while the rugs lay in a pile where moths might have escaped to them from other rugs. This was indicated by the fact that an employee drew attention to moth damage before the cleaning was started, yet the work was done without drawing the patron's attention to the damage. The court said that it could not avoid feeling that if the cleaning had been started within a reasonable time, the company would have consulted the patron as to whether he wanted the cleaning to proceed. Failure to do so indicated consciousness on the company's part that delay in cleaning had permitted moths to infest the rugs.



AT LAST!

HERE'S ONE SOAP THAT "CLEANS UP" FOR YOU IN THE CLEANING ROOM-

LIKE NO COMBINATION OF SOAPS COULD DO!

It's HIGH ABOVE All

- ECONOMICAL TO USE
- SOLVES ALL YOUR STORAGE PROBLEMS

There's no Dry Cleaning Soap so potent, as New C-50 by NU-PRO ...It's an innovation in the development of greater speed, efficiency and economy in one soap for all your Cleaning Room problems.

NEW **C-50**

CONCENTRATED DRY CLEANING SOAP by **NU-PRO**

C-50 AFFORDS YOU THESE 7 ADVANTAGES...

- **C-50** is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
- **C-50** is 40% less costly.
- **C-50** will pick up 25 TIMES its own weight of water and still disperse in the solvent.
- **C-50** can be used with Stoddard Solvent or 140 F and chlorinated solvents.
- **C-50** is non-inflammable.
- **C-50** is more economical all the way around.
- **C-50** solves storage. Packed in gallon jugs. No drums to take up valuable space.

In Speed Safety Economy

NU-PRO MANUFACTURING CO.
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY and BILL THROUGH YOUR NU-PRO JOBBER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEW O'CONNOR DRIVE-IN has plenty of glass frontage, electric-eye-operated double doors. Fast counter service keeps drive free of confusion even at peak periods

OAK PARK DRIVE-IN

by LOU BELLEW

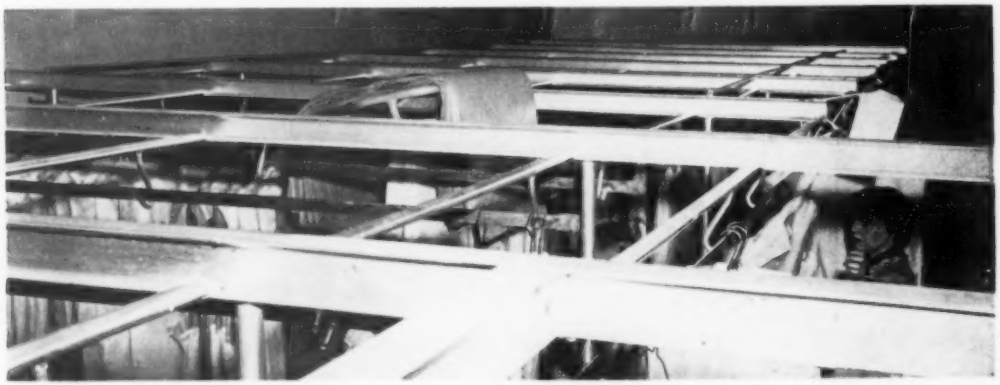
THE beautiful new drive-in store of O'Connor's Cleaners is the first of its kind in Oak Park, Illinois. Situated on a 52-by-105-foot corner lot of a main traveled street, the modern brick building sports an attention-getting redwood canopy. Under it streamlined lighting fixtures are arranged to flood the front with light at night. Unlike most fixtures, these lights during the daylight hours seem a part of the building's modern trim. At night the store is brightly lit without the usual glare from exposed bulbs.

Outstanding, too, is the street sign at the front corner of the lot. This sign is supported by three large upright pipes that somehow seem to lack the air of indestructibility that so often challenges a woman driver to low-gear mayhem. Fragile in appearance, this sign standard was still standing after three months. The sign at the top is visible for blocks in each direction. This, too, is most impressive at night under the light of its six goosenecked floodlights. (See photograph above.)

One of the nicest effects for a drive-in has been obtained by having a specially processed green-colored sand spread on top of the still wet blacktop surface. This unusual clean-looking effect may eventually fade or wear off, but the expense of resurfacing periodically should be a minor matter in comparison with the results obtained in advertising value.

Five months ahead of the opening date, postcard notices were sent to the local residents about the coming new drive-in. This was followed up with "big card" circulars bearing only the word "O'Connor's" and no other advertising except inside views of the main plant. Finally, postcard notices were sent to the potential customers, reading "Now open for your convenience . . . O'Connor's."

Three months later the drive-in volume was rapidly approaching the planned-for $2,000 a week. # #



UNUSUALLY STRONG SUPPORT for racks afforded by 'I' beams. Hanging space does not indicate volume since turnover, with use of blackout invoice, allows delivery of incomplete orders. Constant delivery of small lots of finished work on promised day prevents pile-up of work not called for promptly

120 Pounds per Hour

with the DETREX Process

Yes, 120 pounds—and more—of garments . . . cleaned under your complete control—without splitting profits with the wholesaler. They're cleaned lint-free. They're odorless. And, your cleaning costs can be lowest in the industry.

A Detrex Process offers you these and many more advantages, whether it be the Regent, the 30 lb. unit, or the Coronet, the 18 lb. unit. Whatever your production, there is a Detrex suited to your requirements, featuring highest quality cleaning at lowest solvent cost per pound.

Send today for free literature which gives full details.

The high-quality Detrex drycleaning process . . . includes the Regent and the Synth-O-Saver recovery unit.

DETREX CORPORATION

BOX 501, DETROIT 32, MICHIGAN

Biggest Name In Synthetic Solvent Units

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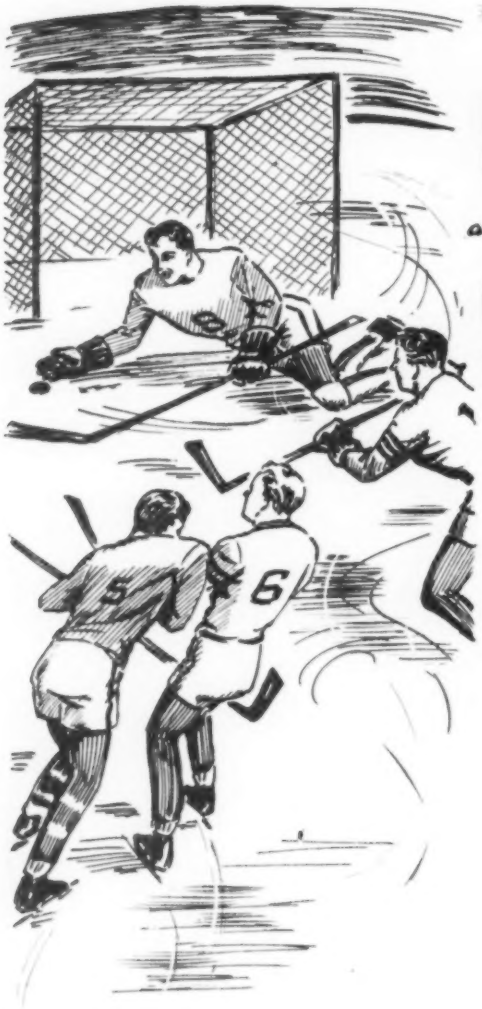
LIKE *Chicago and the Blackhawks...*



STOD·SOL

and STOD·SOL TEST *Bundle* SERVICE*

GO TOGETHER

As the Chicago Blackhawks play it, ice hockey is exceptionally speedy and scientific. And where Stod-Sol —the original Stoddard solvent—is employed, drycleaning operations have the same characteristics. Make the work in *your* plant better, more efficient and more profitable. Find out about this leading drycleaning solvent and its accompanying "Test Bundle Service" from your nearest Stod-Sol distributor. If convenient, call him today.

ANDERSON-PRICHARD INDUSTRIAL NAPHTHAS

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS REFINERS

OKLAHOMA CITY, OKLA.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEWS NOTES *in the trade*

Street's 75th Anniversary

TO launch its Diamond Jubilee celebration in 1951, R. R. Street & Co., Inc., which was established in 1876, mailed to 23,500 plantowners and allied tradesmen a special Christmas card extending the individual and collective greetings of the company's 40-man technical field staff.

The card, illustrated here, opened into five panels. On the first appeared the photographs and names of four of Street's departmental managers: C. E. Stauffer, chemical research; C. B. Kasson, field technical service; J. L. Mayberry, business administration, and E. J. Heidersbach, market research.

The remaining four panels were devoted to the photographs, names and headquarters cities of Street's 34 field technicians, in order of seniority:

Perry Walker, Atlanta; Jim Wellwood, Milwaukee; Bill Wilburn, Chicago; Joe Keegel, Jersey City; Bob Schoen, Chicago; Tom Hainline, Seattle; Jack Fields, Los Angeles; Roy Ross, Philadelphia; Chad Myers, Memphis; Jack Turner, Dallas; Jack Stephens, Kansas City; Fred Stiles, Tampa; Tom Lewis, Charlotte; Harvey Prichard, St. Louis; Sam Walker, Boston; John Weaver, Cleveland; Owen Rosenberger, Minneapolis; Hank Schuster, Brooklyn; Harry Remortel, Baltimore; Al Schmid, Buffalo; Al Graham, Indianapolis; Bax Baxstresser, San Diego; Irv Moore, Denver; Dale Maple, Richmond; Karl Uri, Chicago; Bob Ross, Rock Island; Shan Holsinger, Omaha; Larry Raynes, San Francisco; Jake Wagner, Detroit; Clyde Herbold, Pittsburgh; Phil Dantzker, Hartford; Ray Schwenk, New York City; Len Moody, Houston, and Lin Giddings, Columbus.

In the center of the fifth panel appeared the photographs of the two Street field technicians currently serving in the Armed Forces: Stan Tesko, Marine Corps, and Sam Bevis, Army.

A few of these novel Christmas cards are still available, Street's reports. A souvenir copy may be obtained by writing to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

McCleary School Expanded

PLANS for its 1951 school for members of the dry-cleaning industry in the South have been announced by McCleary Brothers, Inc., Second and Auction Sts., Memphis, Tenn. In place of the one-day schools previously held on Sundays only, the company is setting up in its building a complete modern solvent plant and a synthetic plant, with the latest finishing equipment and other devices for every type of garment, including furs and hats. Demonstrations will be given by experts in all items.

An additional feature in 1951 will be a demonstration on repairing, remodeling and storage of furs, in addition to a presentation of the new Lusterway Dry Cleaning Process for fur cleaning.

Companies participating in the school, by supplying equipment and in most cases demonstrators, are Cissell, Pantex, Huebsch, Adjusta-Form, Nate Root, Lattner Boiler, Triplex, Reliable Machinery and Bock Machinery.

The school will start February 11, 1951, and continue for two weeks of full day sessions through February 25, so that plantowners can arrange during the period to send various employees on all or any particular subject. The school is open to all plantowners and their employees without restriction. If desired, McCleary will arrange for hotel accommodations on a few days' notice. The company will also serve luncheon every day to those attending the school.

Du Pont Appointment

THE appointment has been announced of Charles B. McCoy, director of sales of Du Pont's Explosives Department, as assistant general manager of the company's Electrochemicals Department. He succeeds Donald O. Notman who has been promoted to general manager of the Electrochemicals Department.

Mr. McCoy has been with Du Pont since 1928 when he started working during summer vacations from school as a laboratory helper. He received a bachelor of science degree in chemistry from the University of Virginia in 1930, and a master of science degree in chemical engineering from Massachusetts Institute of Technology in 1932.

Soon after graduation from M. I. T., Mr. McCoy was employed by Du Pont as an operator, later as a chemist, and in 1933 joined the Engineering Department as an industrial engineer. In 1934 and 1935 he was assistant division purchasing agent. In October, 1935, he was assigned to the Foreign Relations Department's London office, advancing to assistant manager there. He returned to this country in 1939 and was assigned to the Explosives Department. In 1940 he was appointed director of the Chemical and Miscellaneous Sales Division, and became director of sales of the Explosives Division in 1943.

Wilson to American

THE appointment of Wayne Wilson as manager of industry relations in the general sales department of The American Laundry Machinery Company has been announced by C. O. Knowlton, vice president and general sales manager. Mr. Wilson will be located at American's executive office in Cincinnati, Ohio.

WAYNE WILSON

Before joining American, Mr. Wilson was editor of *Starchroom Laundry Journal*, a post he had held since March, 1946. Mr. Wilson enjoys a wide acquaintance among laundry-owners throughout the country and possesses a thorough and intimate knowledge of the laundry industry, based on his many years of experience in the laundry field.

Mr. Wilson attended the School of Business Administration, Drake University. During the period from 1929 to 1946 he was associated with the Cascade Laundry in Des Moines, Iowa, his native city. His father, Charles E. Wilson, of the Cascade Laundry, Des Moines, is past president of

One of the great features of YellowGo is that its action can be controlled. This enables you to take a fugitive dye from an original without injury to the original.

Another good feature is that YellowGo does not make "off-whites" whiter. Also, it has no unpleasant odor while stripping.

These, and many other features, account for YellowGo's popularity in the dye stripping field.

Stains *go* with YellowGo, TarGo, InkGo, ColorGo, RustGo, and Penso

A. L. WILSON CHEMICAL CO.
The last word in Stripping and Spotting Agents
38 PASSAIC AVENUE, KEARNY, N. J.

L. N. A., forerunner of the present American Institute of Laundering.

New Hoffman Directors

ALBERT C. BRUCE, president of U. S. Hoffman Machinery Corporation, New York, N. Y., has announced the addition of R. L. Hockley and Edwin F. A. Morgan, both of Baltimore, to the company's board of directors.

Mr. Hockley is vice president in charge of marketing of The Davison Chemical Corporation and a director of that company. Mr. Morgan is senior partner of Semmes, Bowen & Semmes of Baltimore and a director of Davison Chemical Corporation, A. S. Abel Co. (publishers of the Sunpapers), Safe Deposit and Trust Co., Terminal Warehouse Co. and J. S. Young Co., all of Baltimore.

Flame and Moth Repellent

A NEW product known as "Gard," which is designed for both flame and moth control, has been introduced by U. S. Chemical Products, Upper Sandusky, Ohio. Gard is a spray-on product which, according to the manufacturer, can be used on any fabric, is odorless and colorless. It is claimed that Gard makes all types of cloth flameproof and mothproof for the life of the fabric.

The company reports that Gard, under the trademarked name of Rezgard, was tested by a research corporation for the American Hotel Association and passed all of their specifications as a flame retardant. It has also been approved, the manufacturer states, by the Bureau of Standards and Appeals of the City of New York, the U. S. Army Quartermaster Corps (Specifications JQD-242) and the U. S. Bureau of Standards.

Gard is packaged in pints, quarts and gallons, and in bulk for the drycleaning industry.

Boston Clip & Tag Moves

REMOVAL to new quarters at 48 Grove St., Somerville, Mass., has been announced by Boston Clip & Tag Co. The company, which has been in business for 41 years, had been 27 years at its previous address in Boston.

The new headquarters, the company states, provide two and a half times its previous floor space and will make better service possible.

Fabric Appoints Richards

FABRIC Laundry & Dry Cleaning Machinery Corporation has announced the appointment of Porter J. Richards as the company's general sales manager. He will have his headquarters at the firm's general offices and factory, 192-198 Banker St., Brooklyn 22, N. Y.

PORTER J. RICHARDS

Mr. Richards has been active in the drycleaning and laundry field for many years, both as a plantowner and in managerial capacities with machinery manufacturers.

New Safety Relief Valves

THE development of a new large-capacity safety relief valve for domestic water heaters and tanks has been announced by McDonnell & Miller, Inc., Chicago 18, Ill. These valves are also capable of handling the need for dependable rated safety relief valves on hot-water heating boilers designed for higher working pressures, McDonnell states.

Designed to fill the need for a valve that will prevent excess pressure under every condition that can develop in a hot-water system, each valve in this new McDonnell series 3345-33150 is rated in Btu. capacity—its capacity to dissipate heat. With this rating, the manufacturer states, it is possible to select the valve that will open at the desired pressure and that has capacity equivalent to the heat output of the firing means. All valves in the series are certified for capacity by the National Board of Boiler and Pressure Vessel Inspectors, and bear the official ASME symbol of compliance with the code.

Operation of the valve is extremely simple, according to the company. At normal temperature, water is relieved at a low rate, but when tempera-

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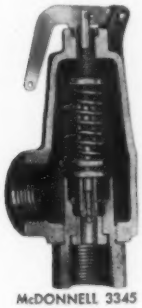
ture rises into the emergency zone the increased velocity acts on the "Hydralift" ring, snapping the valve wide open to dissipate heat at full discharge rating.

All working parts are corrosion-resistant, it is stated. The testing lever is easy to lift, and



McDONNELL 3345

operates independently of automatic action so that it is not disturbed by automatic opening of the valve in service.

Opening pressures are 45, 75, 100, 150 pounds per square inch. All inlet connections are ¾ inch; outlet connections are 1 inch.

New Ford Truck Line

THE new line of Ford trucks for 1951, recently introduced, includes more than 180 models. L. D. Crusoe, vice president and general manager, Ford Division, Ford Motor Company, announced engineering, styling and safety improvements covering the Ford truck engines, chassis changes and introduction of a new "5-Star Extra" cab.

New Ford trucks feature automatic Power Pilot carburetion-ignition control on all engines. It is claimed that the system provides power with economy by metering and firing the correct amount of fuel at the right instant under varying loads without spark knock.

The cab and front have been restyled to give a more rugged and smarter appearance, the company states. The rear window was redesigned and enlarged to more than 3½ feet for full-range vision. A new instrument panel incorporates new full-vision instruments, rheostat-type instrument light switch and a hand throttle on all conventional models. Weather sealing on doors is improved, and the floor pan area also is sealed against weather and fumes.

A new "5-Star Extra" cab is optional equipment on the 1951 Ford truck fleet. It is soundproofed with undercoating on the floor, spray-on material on the doors and back panel and with roof insulation.

Portable Carpet Pile Brush

CERTIFIED Chemical & Equipment Co., 1472 E. 25th St., Cleveland, Ohio, has

introduced the Certified Pile Brush. The new device raises carpet nap by a revolving brush that separates the fibers of matted carpeting, loosens the dirt and suctions it off into a vacuum bag. Done dry, before scrubbing, the operation is said to leave the nap open so that the detergent used in scrubbing can get down to the bottom of the pile.

After the carpet is scrubbed and while the nap is still damp, a clean brush is interchanged with the heavy-dirt brush, opening the damp nap so air can circulate and thus reducing drying time, the company states. After the carpet is dry the clean brush is again used to lay the nap in the proper direction.

The Certified Pile Brush weighs less than 60 pounds, the company states, is easy to maneuver, and utilizes the motor on the scrubbing machine. Power is transmitted by a positive chain drive which is said to be non-slip. High or low speed can be obtained by fingertip regulation, and a lever lowers or raises the brush to the correct height for the pile. The utilization of the rug scrubbing machine for electric power is shown by the photograph, which indicates in phantom view how the on-location scrubber, from which the removable brush has been taken off, is set on top

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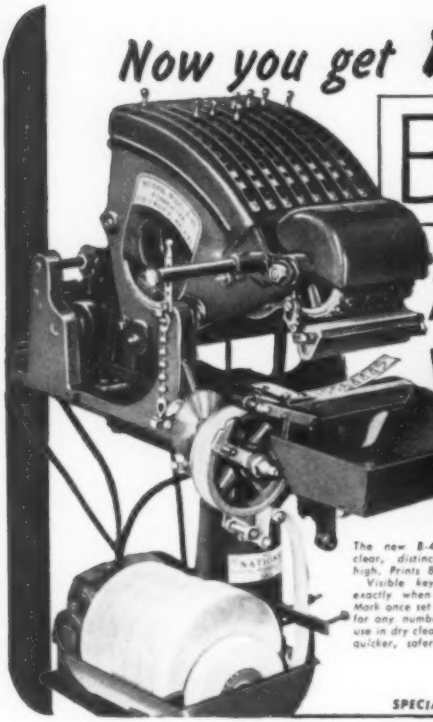

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The New NATIONAL B-40 AUTOMATIC TAG MAKING MACHINE

You can read the tags this machine prints at a distance of 10 feet

Mistakes due to poor visibility are now *out!* National's new B-40 gives a magnified look at the tag identification of every garment on the rack . . . *positively* . . . and *quick*.

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The new B-40 has all improvements made in National marking machines over the past 40 years. It's National's latest development for quick, sure, practical garment identification. Write today for price and details.

The new B-40 prints big, clear, distinct letters ⅛" high. Prints 8 characters. Visible keyboard. Shows exactly when mark is set. Mark once set remains so set for any number of tags. For use in dry cleaning plants for quicker, safer identification.

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SPECIALISTS IN BUNDLE AND GARMENT IDENTIFICATION AND OPERATING SYSTEMS

of the Certified Pile Brush. The same mechanism that turns the scrub brush fits into a socket on the pile brush.

The Certified Pile Brush was developed under the direction of Joseph D. Conway, head of the Certified organization, with the cooperation of a large carpet manufacturer. It has been laboratory- and field-tested for 18 months, the company states.

Kohnstamm Sales Meetings

THE Midwest members of the sales organization of H. Kohnstamm & Co., Inc., met in Chicago in December for a five-day meeting devoted to discussion of ideas for helping laundry operators improve sales.

E. W. Mayer presented case histories of plants that have forged ahead while laundry business in general has dropped off. Actual examples of use of the "colors guaranteed" idea to build up average family bundle size were featured. The guest speaker, Bernard Vallenga of Monarch Laundry, Chicago, told how his plant had successfully used the AIL film, "Time for Living," to get new customers, and presented a complete program for use of the film.

Mr. Mayer and his staff, which included Ed Kahn, Tal Jonz, Walter Kohnstamm, Phil Deegan and Warren Mailk, presented the same program to members of the supervisory staff in New York on January 3-6. This meeting was attended by E. Elliot, W. S. Birdsall, E. S. Taliaferro, W. A. Schnakenberg and W. F. Borsdorff, and by members of the technical and executive staff including the technical director, Mr. Phair; vice president in charge of sales, Mr. Carmel; advertising manager, Mr. Hoffman, and credit manager, Mr. Chamberlain.

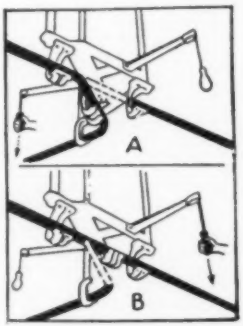
Both meetings were addressed by L. S. Woolf, president of the Kohnstamm organization.

AT KOHNSTAMM WESTERN SALES MEETING, left to right, first row: F. A. Brownstone, J. J. Zimmerman, J. W. Hannan, E. W. Mayer, C. B. Webster, E. C. Guderian, N. R. Hoffman, Tal Jonz, E. Kahn. Second row: H. B. Nettum, W. A. Morse, W. Brownlee, P. J. Deegan, G. Klein, J. Tull, E. Nichols, J. Dierks, E. W. Mayer, Jr., V. Kruger. Third row: W. D. France, R. A. Hatcher, J. Schumacher, R. E. Carroll, W. C. Malik, A. L. Safstrom, C. N. Snell, D. Fraser, A. Stutler, W. Utley, F. Pauch, H. Davis. Fourth row: U. B. Jackson, R. Cooney, W. O. Broman, C. Craemer, J. Farrell, M. Klein, E. N. Armbrust

Automatic Rail Switch

A NEW Automatic Switch for overhead rail systems has been introduced by White Machine Company. The switch can be used at any junction, making it possible to move garments in the desired direction.

With a single, light pulling motion, the company states, the switch is thrown to curved (Fig. A in the illustration) or straight position (Fig. B). It is self-locking in either position.



According to White, the switch makes a flush joint over which hangers and trolleys glide smoothly, can be easily self-installed and can be adjusted to any height. It can be used with complete or partial systems.

Further information about the Automatic Switch and other "Contin-U-Rail" do-it-yourself rail fittings may be obtained by writing to White Machine Company, 104 Livingston St., Newark 3, N. J.

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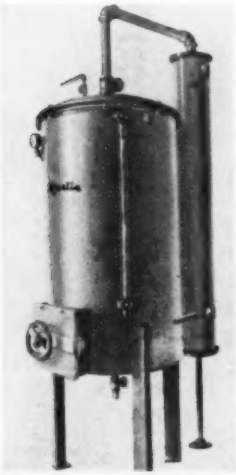
New Martin Equipment

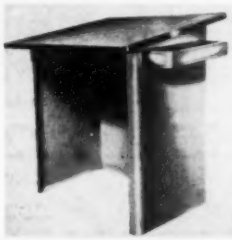
TWO new pieces of equipment for the drycleaning plant have been announced by the Martin Equipment Corporation.

A powderless, self-cleaning filter can be operated with any perchlorethylene system, it is stated, and requires a steam connection only. The new filter operates without filter powder thus eliminating sludge removal, backwashing, plate and bag changing and plate scraping, Martin reports. A self-cleaning device is said to give automatically new filter plate performance daily and constant low-pressure operation. The manufacturer claims that the "Powderless Filter" reduces solvent consumption by 50 percent.



Additional information on the new filter may be obtained by writing Martin Equipment Corporation, 777 Hertel Ave., Buffalo, N. Y.

Martin's new Tilt Top Spotting Board features an angled Micarta top that is said to be chip-proof and to resist all solvents, moisture, heat, acids and alkalis. A handy rack is provided at the side for holding spotting solutions.



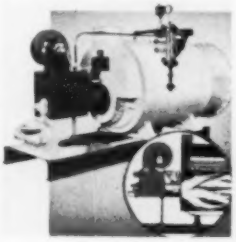
Unconventional in design, the new board has a top 30 inches long and 36 inches wide. According to Martin, the wide top permits the spotter to observe a greater portion of the garment with fewer turnovers, while the angled top permits him to do a more thorough job and handle garments faster.

Improved Gas-Fired Boiler

THE Eclipse Fuel Engineering Co. has placed on the market the McKee Gas-Fired Scotch Marine Steam Boiler, a horizontal-tube boiler that has been continually improved, the company states, during a 12-year period of field experience. According to Eclipse, the improvements are designed to make this unit a complete "steamboilerplant" with the advantages of gas-firing and the Scotch or vertical-tube design.

The shell of the boiler is a horizontal steel cylinder containing another steel cylinder which is the furnace in which the gas is burned. From an insulated chamber at the back small, long return tubes conduct the furnace gases back the entire length of the boiler.

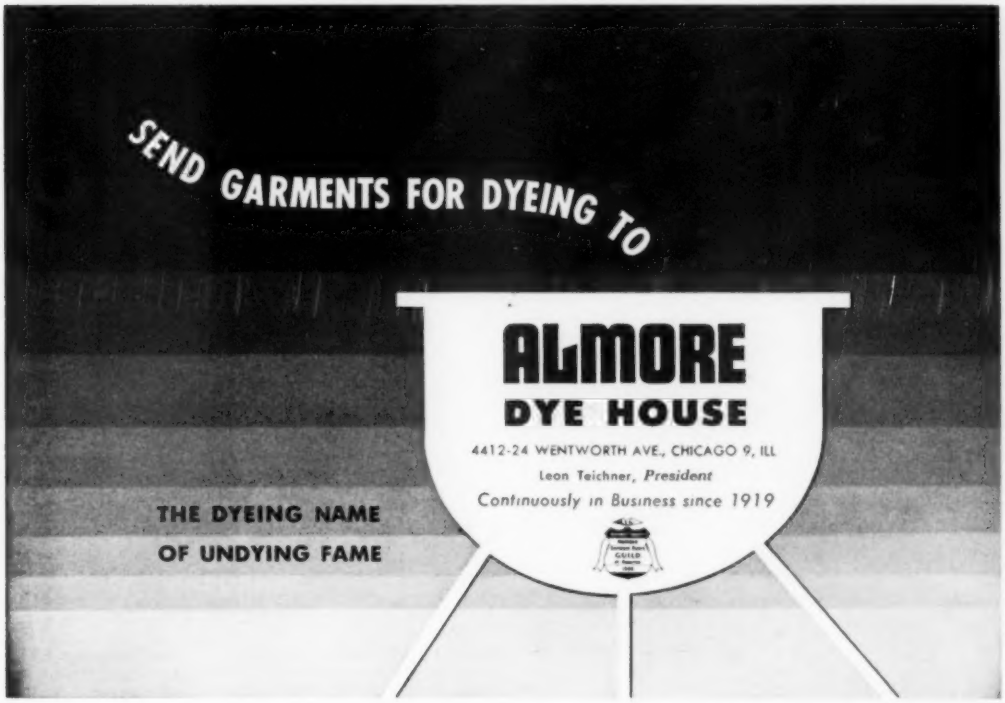
On all Series "G" Units (sizes up to and including 30 hp.) firing is done with the McKee Gas-Pak, a complete gas combustion unit with steam, gas and safety controls in one package. Air for combustion is furnished by a rubber-mounted air blower, so no air-stack is needed. Ignition is by



pushbutton and an electronic flame safety unit shuts off gas in event of flame failure. The main gas and air supply are automatically cut off when the desired steam pressure has been reached.

On all Series "B" units (sizes larger than 30 hp.) a Premix Burner is used, and electronic flame-failure protection is also supplied.

The McKee Automatic Gas-



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SOLVINK GREENZYME TANSOL IODAZE SIZ-IN

Fired Scotch Marine Steam Boiler is built in nine sizes ranging from 12 hp. to 100 hp., all said to be in strict accordance with the ASME Boiler Construction Code and local codes. Each unit is a complete boiler, shipped assembled, and requiring only connection of steam, water and gas lines.

Bulletin A-104 describing the new unit in greater detail will be mailed on request to Eclipse Fuel Engineering Co., 767-NC S. Main St., Rockford, Ill.

Wilbert Miller To Distribute Ajax Line

THE Western Laundry Press Company, Salt Lake City, Utah, has announced the appointment of the Wilbert Miller Company of Cleveland, Ohio, as exclusive distributor for its Ajax drycleaning and laundry presses in the state of Ohio. Wilbert Miller officials met with Nicholas L. Strike, sales director; John L. Strike, production manager, and O. H. Pearson, director of engineering and research for Western, for discussions of an intensive sales program in Ohio.

AJAX PRESS is studied by (left to right) Nicholas L. Strike, W. R. Englehart, C. A. Schardt and W. E. Miller

W. E. Miller, president of the Cleveland sales organization, with C. A. Schardt and W. R. Englehart visited the Western company's plant to view manufacturing processes and toured cleaning plants and laundries in Salt Lake City to see the Ajax line in action. Mr. Miller stated that his party would tour the country looking over drycleaning and laundry equipment.

Newhouse Press Clamp

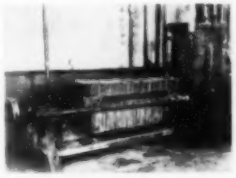
E. J. NEWHOUSE of the Newhouse Company, 1126 Colorado Blvd., Glendale, Cal., has announced the development of a new press clamp. According to the inventor, this new device clamps the garment down smoothly and easily on any part of the buck and holds it there. There is no wrinkling or puckering or drawing of the garment while the hook is being located on the buck, Mr. Newhouse states, because it is done by a simple twist of the handle. With the clamp in place both hands are free to stretch the garment.

The lightweight clamp has a plastic handle shaped for easy gripping. Its longer hooks hold snug to any pad, according to Mr. Newhouse, and there are no screws or bolts to snag or tear the press cover.

The new press clamp is said to be adaptable to all makes of press machines. Replaceable shields, which anyone can install, are also available.

Early Filter Installation

AS part of its 75th anniversary celebration this year, R. R. Street & Co., Inc., Chicago, Ill., is also celebrating the 24th anniversary of the installation of one of the first pressure filters used on a commercial



basis for drycleaning. The photograph shows the plate and frame type pressure filter that

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Street's installed at Unique Cleaners, Kenosha, Wis., on February 7, 1927. The photograph was taken after the filter had been used continuously for more than 13 years in the Unique plant.

According to Street's this early installation, made primarily for research purposes, aided materially in the development of J-P-S. The company reports that its present formulas such as Staticol and Anolite represent the results of extensive research conducted continuously ever since this early filter installation.

Johnson Appoints Thermal

THE Johnson Corporation of Three Rivers, Mich., manufacturer of steam specialties and boiler-room equipment, has announced the appointment of the Thermal Industrial Engineering Company of Denver as district representative in Colorado, Montana, eastern Wyoming, western Nebraska, western Kansas and northern New Mexico. The Thermal organization, which is headed by Frank T. Settle, has specialized in boiler-room equipment. Its offices are located at 1932 Cherry St., Denver 7, Colo.

American Contest Winners

FIVE men received awards at the Cincinnati, Ohio, plant of The American Laundry Machinery Company for the best suggestions submitted and the most accepted suggestions during the year 1950, in the annual suggestion contest there.

Joseph Roling received first grand award for the best suggestion, and for the fourth consecutive year took top honors for the most accepted suggestions, 235 for 1950 and a four-year total of 1,021. His prize-winning suggestion dealt with the construction of the chain guards for the Cascade Unloading Washer which the company manufactures.

Second grand award went to Andrew Hargis for a redesigned lint screen for the Zone-Air Drying Tumbler. John Rosselot received third grand award for his suggestion dealing with the construction of the gudgeon of the Cascade Washer. Fourth grand award went to Homer Ringsby for his suggestion to simplify production-control chart and sheets.

The second-place award in the most-accepted-suggestions contest was taken by another repeat performer, Letcher Dennison, who garnered the same prize in 1949. He had 86 suggestions accepted.

All winners, in addition to their prizes, received cash awards for each suggestion accepted, based on its value to the company. Presentations were made by Harry W. Knox, manager of the Norwood plant.

The contest, originated in 1929, drew over 2,300 suggestions for 1950, approximately one-third of which were accepted and used. Selections for awards were made by a factory suggestion committee.

WINNERS OF SUGGESTION AWARDS at American Laundry Machinery Company's Cincinnati factory. Left to right: Letcher Dennison, Homer Ringsby, Joseph Roling, Harry W. Knox, manager of Cincinnati factory, Andrew Hargis and John Rosselot

Pennsalt Names Tunstall

THE Pennsylvania Salt Manufacturing Company, Philadelphia, Pa., has placed its six sales departments under the supervision of two assistant general sales managers, it has been announced by William P. Drake, vice president and general sales manager. The Laundry and Dry Cleaning, B-K and Household Products, and Maintenance Chemicals Departments will be supervised by Arthur G. Tunstall, Jr. The change, Mr. Drake states, is intended for more efficient administration of the company's increased sales volume.

Mr. Tunstall, who will have general supervision of sales to the service industries, studied chemistry at the University of Pennsylvania and took specialized business courses at the

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Duck woven on our own looms.
Extra smooth to avoid abrasion.
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Reclaims Both High and Low Pressure Condensation

Pre-Heats Boiler Make Up Water With Heat That is Wasted

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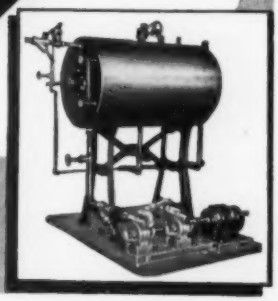

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50% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger . . . die-cut ends prevent pivoting . . . rigid fiber in tubular shape —stands more abuse. It's a completely new principle, fully patented.

SNA-PON is approximately ½" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16½" x 15½".

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Wharton School. Following two years' research work in pharmaceuticals, he spent six years in the field of life insurance, then returned to the pharmaceutical

ARTHUR G. TUNSTALL, JR.

field, and subsequently organized his own company in the chemical field. In this connection he became associated with Pennsalt as a consultant, joining the company in 1946.

New Takamine Product

M. P. GUINA, sales manager of Takamine Laboratory, Inc., Clifton, N. J., has announced that the company's new "Multiple-Force" enzymatic digester, Takalab TLM, is now being nationally marketed, after several months of testing in West Coast plants.

According to Dr. Eric G. Snyder, managing director of Takamine, more digestive action is obtained with Takalab TLM

because enzymes from two different sources have been combined. He also states that this combination of enzymes has increased the effectiveness of enzymatic digesting in combating a larger variety of stains.

Takalab TLM may be used for both spotting board and bath and is safe for all fabrics, the announcement states.

Prize Incentive Program

A MERCHANDISE prize incentive program, previously used as a sales booster, has been adapted for the purpose of getting the most from available manpower. It has been produced, as is stated, as a package program for such purposes as reducing absenteeism and tardiness, promoting safety in driving and plant operation, decreasing claims, mixups and do-overs, inspiring better housekeeping, helping recruit new employees and encouraging employee suggestions.

The campaign includes an announcement piece, prize book, follow-up flyers, letterheads and prize checks. Color and illustrations are designed to make the campaign materials interesting. A sample "Nineteen-Fifty-Won" campaign will be sent on request to S. J. Hoganson, Dept. L, Belnap & Thompson, 1516 S. Wabash, Chicago 5, Ill.

Davies-Young Appointment

THE Davies-Young Soap Company, Dayton, Ohio, has announced the appointment of John R. Young as sales and advertising manager of the Laundry & Dry Cleaning Di-

JOHN R. YOUNG

vision. Mr. Young, a Navy veteran and a graduate of the 39th Class of the NICD, has had five years' experience in the Midwest selling the company's Buckeye products to drycleaning plants and laundries. He has kept abreast of latest developments by attendance at many conventions and exhibits of the drycleaning, laundry and rug cleaning industries.

E. G. Eckerman continues as a vice president and director of the company and as a consultant to the Marketing and Distributing Divisions. He is currently completing data for a book on the use of drycleaning and spotting compounds. Mr. Eckerman's 35 years' experience in this field particularly equip him for this project.

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Ramsey Wedding

WEDDING PARTY at marriage of Douglas J. Ramsey, left to right: Agnes Ramsey Caspary, William A. Ramsey, Jr., Venice A. Ramsey, the bride and groom, Mrs. W. A. Ramsey and William A. Ramsey, Sr., president of Warco Laboratories of Los Angeles

McDonald New Eaton Director

EATON Chemical and Dyestuff Company, Detroit, Mich., has announced the election of Raymond F. McDonald as a director. Mr. McDonald,

RAYMOND F. McDONALD

who is manager of the Laundry and Dry Cleaning Sales Division, has been with the company 26 years.

The other directors of the company are Berrien Eaton, president, and Richard C. Hedke, vice president and managing director. The company has branch plants in Windsor and Toronto, Canada.

1951 Chevrolet Line

CHEVROLET Motor Division, General Motors Corporation, has announced a wide variety of sizes and number of design improvements in its 1951 truck line. Trucks in 10 wheelbases are available, with gross vehicle weights ranging from 4,000 to 16,000 pounds.

Among the features of the new trucks pointed out by the announcement are self-energizing brakes, more comfortable cabs, adjustable "ventipanes" in cab side windows. As a year ago, Chevrolet will make available two engines of valve-in-head design, the Loadmaster of 105 horsepower and the Thriftmaster of 92 horsepower.

New Extractor Basket

HAMILTON Copper & Brass Works, Inc., has recently introduced a new stainless-steel, heavy-duty extractor basket specifically designed for manufacturers of laundry and dry-cleaning machines.

The new Hamilton Stainless Steel Extractor Baskets are furnished complete, and the manufacturer states that they are in perfect dynamic and static balance. They are available in all sizes including 17-, 20-, 24-, 26-, 28-, and 30-inch diameters. They are said to be noncorrosive to ordinary acids or caustics, completely smudgeproof, and have unbreakable steel-plate outside bottoms.

Perforations on this new basket are punched from the inside after the basket is formed. The edges of all perforations are slightly rounded on the inside, leaving the basket interior perfectly smooth, Hamilton states.

A new bulletin on the

REDUCE! YOUR STEAM COSTS!

WITH A Dutton "PACKAGED"

STEAM GENERATOR

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Dutton EconoMIST

A highly efficient horizontal return tube type, assembled in portable casing and ready for firing on arrival. Dutton improved shell design and double size full length, high bricked firebox, give faster steaming and longer steam carryover with less fuel consumption. Burns oil, gas or coal with high efficiency — easily converted from one fuel to another. Available as a package unit with firing equipment, controls and mechanical draft with short stack.

Dutton EconoTHERM

Completely self-contained, automatically operated, 3-pass modified Scotch Internal Furnace type which gives twice the power in half the usual space. Features such as the Dutton Off-Center Firing and Rotary Combustion assure faster steam and more steam with less fuel consumption and greater safety. Burns gas or oil.

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Write for catalog NC251 on "Packaged" STEAM GENERATORS.

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Boiler Makers Since 1880

if Your CUSTOMERS DID THE CHOOSING

THEY'D BUY

SOL-CLAR & SOLAD

Filter & Clarifying Powder - Dry Cleaning Soap

They Really Get Clothes Clean!
Today, customers demand high quality work, and it's so easy to give top quality cleaning when you use Sol-Clar and Solad. This perfect combination solves your cleaning problems and your customers will sing your praise!

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HERE IT IS! The newest model in the Milnor line of sturdy, all stainless-steel washers . . . the MILNOR DUAL WASHER. The last word for high efficiency operation, it incorporates all of the newest features of commercial washer design and is available in two models.

Model 1W-25D-1M
Two cylinders each having 25# dry weight capacity, operated simultaneously by a single motor.

Model 1W-25D-2M
Two cylinders each having 25# dry weight capacity. Each cylinder operated independently of the other.

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NEW ORLEANS 18, LA., U. S. A.

MANUFACTURERS OF FINE LAUNDRY & DRY CLEANING EQUIPMENT

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- Complete unit
- Fully automatic
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Manufactured under License in Canada by VOLCANO, Ltd., Montreal, P.Q.

Hamilton Stainless Steel Extractor Basket is now available and will be sent free by writing Hamilton Copper and Brass Works, Inc., Lincoln Ave., Hamilton 7, Ohio.

New Printing of Rug Manual

MIDLAND Color & Chemical Company has announced a new, third printing of its Rug Cleaning Manual. The manual discusses rug stain removal; identifies stains; tells how to treat them; discusses various methods of up-to-date rug cleaning, drying and several other useful angles.

Free copies may be had by writing Midland Color & Chemical Company, 15 Greene St., Jersey City 2, N. J.

Guina Joins Takamine

TAKAMINE Laboratory, Inc., Clifton, N. J., has announced the appointment of M. P. Guina as sales manager. Mr. Guina was formerly associated with several well-known chemical companies. His wide and varied experience in the chemical field will be of advantage, Takamine states, in servicing the spotting and bath-digesting problems of the drycleaner.

M. P. GUINA

SOUTH

WEST

O. A. Thompson has opened City Drive-In Cleaners, 13437 E. Valley Blvd., Bassett, Cal., and has purchased Mack's Cleaners, Ninth and Clark, Puente.

New cleaning and finishing equipment has been installed at Dixie Cleaners, 377 E. Holt Ave., Pomona, Cal., it was announced by proprietor Virgil Grant.

Service Cleaners, 721 Commercial St., Atchison, Kans., has been sold by John Foley to Frank Cassity, a former employee.

Mac Hale has opened a dry-cleaning plant at 111 S. Cherokee, Claremore, Okla.

Community Cleaners has been opened by Mr. and Mrs. Gwynn Owen in the Park Avenue Village, Hereford, Tex.

K. Gineste has completed an extensive remodeling program at Carlos Cleaners, formerly San Carlos Cleaners, 949 Laurel St., San Carlos, Cal.

Modern Cleaners, E. Main St., Council Grove, Kans., has been sold by Ted Clary to Cliff Axe, Jr., and Bob Axe.

J. M. Moore has purchased Central Cleaners, Wellston, Okla., from Melvin G. Haas.

Mr. and Mrs. Dub Scott have reopened their cleaning establishment on William St., Atlanta, Tex., which was recently destroyed by fire.

Forest Dry Cleaners has been opened at 325 N. La Cienega Blvd., Los Angeles, Cal.

New equipment has been in-stalled at the F. Haws Durfey Cleaning Company, Lehi, Utah.

French Cleaners, owned by Francis H. LeMelle, has moved to new quarters at 1132 Fair Oaks Ave., South Pasadena, Cal.

W. L. Harris has repurchased from Coy Vaughn the Harris Cleaners, formerly Vaughn Cleaners, at 111 S. Main, Altus, Okla.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Deluxe "ALL-IN-ONE"

PRESS CLAMP

Secures garment to buck by simple "Twist of the Wrist." Clamp lies flat on garment while locking in position. No wrinkling—no binding—no screws or bolts to snag or tear press cover or sponge pad. Leaves both hands free to stretch garment.

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If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY 1247 E. Colorado Blvd., Glendale 5, California

Frost Cleaners has been opened by O. L. and W. W. Frost at 2418 Columbus Ave., Waco, Tex.

Vapor Cleaners, Eureka, Kans., has been sold by Ray Karns to O. K. Cornett.

R. D. McCaskill has been granted a permit to build a drycleaning plant at 700 N. 17th, Lawton, Okla.

New finishing equipment has been added by O. W. Hampton at Hampton Cleaners, Wylie, Tex.

James P. Boyd and A. T. Martin have opened a new drycleaning plant at 77 N. Monterey, Pittsburg, Cal.

New equipment has been installed by Richard Lemen at Lemen Cleaners, Lyons, Kans.

Owner Lester R. Arnold has moved Wardrobe Cleaners to 20 N. Vann, Pryor, Okla., and installed new cleaning equipment.

J. M. Watson has sold his interest in Eagle Cleaners and Soft Water Laundry, Eagle Pass, Tex., to Mario Cerna.

Gwen's Cleaning and Laundry has been opened by Mrs. Lars Bergh, in association with her sister, Dot Parkhurst, at 10510 W. Pico Blvd., West Los Angeles, Cal.

Royal Cleaners has been opened by Frank Farmer at 1521 Mobberly St., Longview, Tex.

Harley Miller, owner of Oval Cleaners, Visalia, Cal., has opened a new establishment on N. Willis St.

Sunshine Cleaners, Scott City, Kans., has been leased to Gene Crook by Dave Leatherbury, who was expecting a recall to service.

O. B. Gaddis has purchased and reopened the drycleaning establishment formerly operated by Don Eakins at Helena, Okla.

Damage estimated at $15,500 was caused by a fire at Broadway Cleaners, Cuero, Texas., owned by P. C. Edwards.

Pheasant Cleaners has been opened at 200 E. Napa St., Sonoma, Cal., as a branch of Deluxe Cleaners, Petaluma, operated by Bert Brown.

Newlin White has bought the interest of his partner, Royal Johnson, in ABC Cleaners, West Colby, Kans.

Stratford (Okla.) Cleaners has been purchased by Gilbert Campbell.

Paul Napier has opened the new plant of College Cleaners at 317 W. Harriman, Edinburg, Tex.

Robert L. Dyer, Jr., has joined his father, Robert L. Dyer, Sr., as a partner in Twin Cleaners, 6772 Mission St., Daly City, Cal.

Ward's Cleaners has opened a branch in the Johnson Bldg., Potwin, Kans., under the management of Mrs. Vivian Ward.

City Cleaners, Newkirk, Okla., has been sold by Miss Walsey Campbell to Gene Leavitt.

Circle N Dry Cleaners, 1901 Avenue F., N.W., Childress, Tex., has been opened by Mr. and Mrs. W. J. Sharp.

The North Hollywood (Cal.) Dry Cleaning Co. has been opened by Lesley Gaunt and Charles F. Blair at 11401 Vanowen St.

Star Cleaners, Montezuma, Kans., has been sold by Harold Gilger to Irvin and Genevieve Marrs.

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- Restores shape, sizing and body to fabrics.
- Treated cloth resists moisture, sun and stains.
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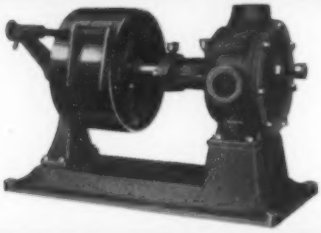
VIKINGS



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NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK — 3

A new filter has been installed by Carl Bittman at Art Cleaners, Perry, Okla.

Sparkle Cleaners has been opened by B. H. Garrett at 1420 Avenue K, Plano, Tex.

A & H Cleaners has been opened at 1801 Balboa St., San Francisco, Cal.

Garrett Cleaners has been opened at 10917 W. 63rd St., South Shawnee, Kans., as a branch of Shawnee Cleaners, owned by Bill Garrett.

A new cleaning plant has been constructed by Leonard Bryan on N. Main St., Wetumka, Okla.

Bryan-Norman Cleaners has been established by Ralph Bryan and E. D. Norman at 937 Taylor, Waco, Tex.

Bobson's Cleaners has been opened in the new Marengo Shopping Center, Pacific Ave. and Swain Rd., Stockton, Cal.

Former employee Gilbert Poell has purchased Bandbox Cleaners, Marysville, Kans., from Ernest Lange.

Circle Cleaners, 6019 Sunset Blvd., Los Angeles, Cal., has been reported sold by Vincent Ojeda to Kazo Kawashima.

Verlan's Fine Dry Cleaning has been opened by Verlan Hutchings at Oklahoma City, Okla.

Mr. and Mrs. E. V. Sims have opened Acme Cleaners and Furriers at 511 Ft. Worth Dr., Denton, Tex.

Zenith Cleaners, S. Second and Elm Sts., Abilene, Tex., has opened a new branch at 213 Cedar St.

CQS Cleaners has been opened at 504 Coast Highway, Corona del Mar, Cal., by Mr. and Mrs. Marvin Mangrum, operators of a cleaning plant at Downey.

Scotch Cleaners and Shirt Laundry has been established at 1826 Kansas, Topeka, Kans., by Ray Farmer, an NICD graduate.

Till Top Cleaners, 1328 S.W. 29th St., Oklahoma City., Okla., has been purchased by Mr. and Mrs. R. J. Sinor.

Carter's Cleaners has been opened in a new location in LaGrange, Tex., by Mr. and Mrs. Ross Carter.

Lincoln Cleaners has been opened by Lawrence Mangosio and Antonio Laitta in the new Harvey Wright Bldg. on Lincoln Blvd., Venice, Cal.

A new plant has been constructed for Sanitary Cleaners at 613 S. Monroe, Enid, Okla.

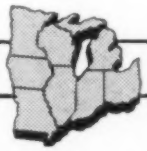
Mr. and Mrs. Cecil Hale have purchased from R. C. Elliott the DeLuxe Cleaners, N. Fifth St., Alpine, Tex., and have renamed the firm Hale Cleaners-Hatters.

Roy Bowman has opened the new plant of Bowman's Cleaners and Dyers at 2501 Ocean View Blvd., Sparr Heights, Montrose, Cal.

V. L. Owen has sold his interest in the Owen Vernon cleaning establishment at Commerce, Tex., to his partner, S. M. Vernon.

Aved Ergat has moved his Aved-On Cleaners to a new plant at 1649 E. Washington St., Pasadena, Cal. New equipment has also been installed.

NORTH CENTRAL



Caskey Cleaning Co. has been granted a permit for a $4,500 remodeling program to its plant at 47 W. Gates St., Columbus, Ohio.

Davis Cleaners has opened a branch at 201 S. Harrison St., Shelbyville, Ind. The firm maintains over 50 branches in Indiana and neighboring states.

Sam Garber has repurchased Garber's Modern Cleaners, 615 S. Wright St., Urbana, Ill., from George E. Sloan, to whom he had sold it four years ago. Mr. Sloan is president of Chanute (Ill.) Dry Cleaners. Mr. Garber will operate the Urbana business with his son-in-law, Joseph Hamburg.

Gordon G. Weidner, president of A. M. Cleaners, has opened a new store at 8826 W. North Ave., Wauwatosa, Wis.

Lakeview Cleaners, Colon, Mich., has opened a branch in Quincy. The owners, Mr. and Mrs. Donald Southwood, also operate branch stores in Union City and Athens.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The name of Stadler Textile Cleaners, Inc., Milwaukee, Wis., has been changed to Lewis Cleaners, Inc.

Model Cleaners, Louisiana, Mo., has moved to a new location in the Benning Bldg., Georgia St.

Estill Carter has purchased the interest of his partner, Bud Kottman, and is now sole owner of Weston (Mo.) Cleaners.

Perfect Cleaners, 130 E. Wood St., Decatur, Ill., was recently incorporated by Bernard Bosley, Joseph I. Rosenberg and Loraine Egebrecht. The business is managed by Paul Mustard.

Wautoma (Wis.) Cleaners has been opened by Harvey Holmes in a newly constructed and equipped plant on Trunkline Rd.

J. C. Ridley, president of Ridley Cleaners, Detroit, Mich., has announced opening of a branch at 361 E. Maple, Birmingham, Mich., under the management of Mr. and Mrs. Herbert Rolph.

The opening of the firm's 16th store in Columbus, Ohio, at E. Main St. and Drexel Ave., has been announced by Andre Gelpi, president of Swan Cleaners.

Ziker Cleaners, South Bend, Ind., has opened a branch at 6 N. Morgan, Valparaiso, Ind. The branch is the 38th in the Ziker organization, according to Morton Ziker, vice president.

Some new equipment has been installed at Branson (Mo.) Cleaners.

B. & H. Cleaners, 112 N. Vermilion St., Streator, Ill., recently celebrated its 30th year in business at the same location. The firm was founded by Edward Barrett and Elmer Hitter, and since Mr. Barrett's death in 1947 has been continued by his widow and his nephew, Jack Nagle.

Cambridge (Wis.) Cleaners has been sold by Francis Brazeau to Linvel J. Risner and Richard Lee Fieser.

Salzburg Cleaners, 1806 S. Erie Ave., Bay City, Mich., is being rebuilt after a recent fire which caused heavy damage. The cleaning department, proprietor Adamowski reported, was saved by a fire wall.

Ross Cleaners, owned by Charles Ross, has opened a new dry-cleaning branch, at 2826 W. Broad St., Columbus, Ohio.

Eastland Cleaners has been established by Albert B. Bennett at 4736 E. 10th, Indianapolis, Ind.

Drummond Cleaners, operated by William Drummond, has leased space at 4610 Village Green Plaza in the Village Green shopping center, Kansas City, Mo.

Waukegan (Ill.) Rug and Carpet Cleaners has moved to its new location at 11 N. Sheridan Rd. The business is owned by Clarence Ohanian.

William Hoth has taken over management of Superior Dry Cleaners, Viroqua, Wis., which is owned by Kenneth Stewart.

Amiot Cleaners, 143 Maple St., Wyandotte, Mich., has been purchased by Robert K. Monteith from Neil Amiot, a son of the founder.

ABC Cleaners and Laundry has been moved by proprietor DeNean Edmisten to new quarters on Highway 71, Anderson, Mo.

LaSalle Cleaners recently celebrated the opening of its new plant at 6519 Ogden Ave., Berwyn, Ill.

Gobus Rug Cleaning Co. has moved to 394 McGowan St., Akron, Ohio. Formerly a partnership, the firm has been incorporated with Joseph Gobus as president, Peter Gobus vice president and Stella Gobus secretary-treasurer.

Q. W. Reed has taken over operation of Quality Cleaners, 198 Moore St., Sikeston, Mo.

Additional equipment has been installed by O'Fallon (Ill.) City Cleaners and Laundry, 313 N. Lincoln Ave.

Zephyr Cleaners has been opened on Michigan St., Sturgeon Bay, Wis., by Thomas E. Durham, who also operates a plant at Green Bay.

Ray Benson has purchased Akers Cleaners, Branson, Mo., and has renamed the business Benson Cleaners.

Marlow Cleaners, Dowagiac, Mich., has been sold by Harold Franklin to Wayne A. Angle.

Mr. and Mrs. Adam Young have announced installation of a new cleaning plant at Quality Cleaners, 4210 E. 27th St., Kansas City, Mo.

Johnson Cleaners, owned by Mike Pappas, has been moved to new quarters at 6208 Archer Rd., Argo, Ill.

Broadway Cleaners has been opened by Dan Popuch and Irwin Luick at 912-14 N. 11th St., Milwaukee, Wis.

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

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The Scientific Scale Remover With Colloidizing Action

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These Patented Casters are by far the most popular in the Drycleaning industry. Most leading Cleaners use them.

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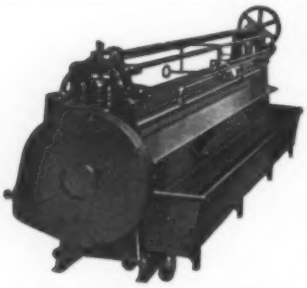

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Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO. CAMBRIDGE CITY • INDIANA •

The name of Pearce Cleaners, 532 Court St., Fulton, Mo., has been changed to Woody's Cleaners, it was announced by Woodrow Millard, the owner.

Birmingham (Mich.) Cleaners has opened its modern new plant at Woodward and Adams Sts. The business is owned by Harold M. Kalbfleisch and managed by Thomas Walker, an NICD graduate.

Lloyd Turpin has purchased Green's Cleaners, Versailles, Mo.

Herrin (Ill.) Dry Cleaners, 108 N. 14th St., has been sold by Mr. and Mrs. Lester Grady to Mr. and Mrs. W. A. Studell.

Faultless Cleaners, Neosho, Mo., has been purchased by Mr. and Mrs. Ralph Binkey.

An extensive remodeling program, with addition of new equipment and a storage vault, has been launched at Star Cleaners and Launderers, 11th and Lafayette Ave., Terre Haute, Ind., it was announced by Dick Hawkins, the manager.

Owens Cleaners, Centralia, Mo., has been sold by Mr. and Mrs. Sam Owens to Mr. and Mrs. Earl Forrest. Mr. Owens, a veteran of World War II, has been recalled to service.

Edward Schmidt has sold his partnership in Waterloo (Ill.) Dry Cleaners to Warren Lutz. Orvel Mosbacher has retained his interest in the business.

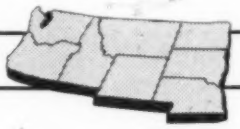
Frank Lamping has purchased the plant of the former R & S Cleaners, Clinton, Mich., and will operate it under the name of Clinton Cleaners.

Mr. and Mrs. Eddie Stultz have opened Liberal (Mo.) Cleaners and Laundry.

Joe Barr and Bill Weinkauf have leased the drycleaning business formerly operated by owner Steve Simon at East Troy, Wis.

Royal Cleaners, formerly known as Deluxe Cleaners, at 204 S. Washington St., Owosso, Mich., has been purchased by Royal Batteen from Mrs. Hazel Williams.

Wardrobe Cleaners, New Franklin, Mo., has been sold by Kenneth Burkheimer to William S. Parkins.



Golden Rule Cleaners, Garrison, N. D., has been sold by S. O. Olson to Sidney Cook.

Mr. and Mrs. Leonard Ivers have purchased a drycleaning establishment in North Bend, Neb.

Deluxe Cleaners, Springfield, Ore., has been sold by Mr. and Mrs. Cecil King to Mr. and Mrs. Roy Severson.

Ideal Cleaners, Grandview, Wash., has been sold by Carl Sullens to L. W. McCormick and his son, L. D. McCormick, an NICD graduate.

In partnership with Sid Moir, Laurence Green, former owner of T. & L. Cleaners, has moved the business, renamed Vallee Cleaners, to a new plant on Front St., Malta, Mont.

Dayton (Ore.) Cleaners has been sold by Mr. and Mrs. Williams to Mr. and Mrs. Virgil Casebeer.

A new boiler has been installed at Economy Cleaners, 719 J St., Hoquiam, Wash. The business is owned by Mrs. Stella Protheroe and her son, Edward Protheroe.

Modern Cleaners has been opened by Stephen Sinchak in Priest River, Idaho.

A business name certificate for Four Corners Cleaners, Salem, Ore., has been filed by Homer C. Davenport.

Lucky Cleaners, Friday Harbor, Wash., is again being operated by J. D. Street.

Mr. and Mrs. Glenn Colby have purchased and remodeled a building at Avon, S. D., for their Avon Cleaners.

Charm Cleaners, 37 S. E. Dor-ion, Pendleton, Ore., has been opened by Ed Gallstead, owner of Troy Laundry. The location was formerly occupied by Model Cleaners, which has moved to S.W. 15th and Emigrant.

Harley Webber, owner of Pa-cific Cleaners, South Bend, Wash., has leased quarters next to his branch on Duryea St., Raymond, for installation of a laundry.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Dee Cleaners, formerly City Cleaners, Coquille, Ore., has been reopened by the new operators, Mr. and Mrs. Robert Kelly.

Nielsen Cleaners, Aurora, Neb., has installed a new still.

Munkres Cleaners, operated by Mr. and Mrs. Charles Munkres, has moved to new quarters at 1927 Main St., Forest Grove, Ore.

Cascade Cleaners, Concrete, Wash., has been sold by Mr. and Mrs. Sky Hulett to Al Elfer.

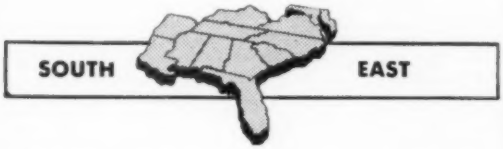
The McPeek Cleaning Plant at Harvard, Neb., has installed a new boiler.

Standard Cleaners, Klamath Falls, Ore., has been leased by the owners, Mr. and Mrs. C. I. Buckley, to Mr. and Mrs. J. M. Starbuck.

Floyd Wilson has sold his interest in French Cleaners, Newport, Wash., to his partner, Vic Leichner.

Olympian Cleaners, Three Forks, Mont., has been sold by Mr. and Mrs. Don Cameron to Mr. and Mrs. J. W. Rufus and his sister, Mrs. E. E. Farnum. The business has been renamed Three Forks Dry Cleaners.

Gate City (Ore.) Cleaners has been purchased by Mr. and Mrs. Murle Marcum from Mr. and Mrs. Robert Talbot.



Buford and Hannis Pugh, owners of Pugh's Cleaners, Eustis St., Eustis, Fla., have announced plans for building a drive-in plant at 215 S. Bay St.

Mrs. Richard Harding, owner of a drycleaning plant in Madisonville, Ky., has purchased a building in Earlington which she plans to use for a new drycleaning establishment.

Guy Smith has purchased the interest of his partner, James Caldwell, in York (S. C.) Dry Cleaners.

Mr. and Mrs. Bill Doughtry have leased Charles Cipriano's drycleaning plant on W. Main St., Titusville, Fla.

New finishing equipment has been added at Model Dry Cleaning Company, 2400 Hamilton Rd., Columbus, Ga.

Quality Cleaners, N. Eighth Ave., Wauchula, Fla., has been sold by Ben Flescher to J. A. Murdock.

Fire of unknown origin recently destroyed the plant and equipment of Harmony (N.C.) Dry Cleaners, with damage estimated at $5,000. Owner Robert S. Hill planned to open a new plant.

New cleaning equipment has been installed by J. P. Tillman, owner of Tillman One Hour Dry Cleaning, Tampa, Fla.

Berthon's Cleaners, Ensley, Ala., has opened a plant at 22nd St. and Seventh Ave. S., Birmingham. Operators of the plant are Maurice and George Berthon.

Masters Cleaners has been opened at 735 N. Fourth St., Ft. Pierce, Fla., by Mr. and Mrs. M. L. Master. The plant will be managed by Gerry Ward.

Damage estimated at $5,000 was caused by a fire which destroyed the plant of Avenue Dry Cleaners, 1003 Forest Ave., Maysville, Ky. According to Garrett Pugh, the owner, the blaze started outside the plant.

Herman Blackwood, co-owner of Blackwood's Cleaners, Orlando, Fla., has announced the addition of new finishing equipment.

Howard Dry Cleaners and Dyers, 2487 Texas Ave., Shreveport, La., has been sold by John B. Howard to White's, Inc. The corporation has been formed by James Leon White, Jr., and German Henry Cooper, partners in White's Cleaners and Dyers of Shreveport.

The original plant of Spotless Cleaners, 2616 22nd St., Tampa, Fla., has been renamed Tampa Dry Cleaners and will be managed by Noel Weary, an NICD graduate. Owner Tidwell has transferred his headquarters to the plant's establishment on Florida Ave.

A fire of undetermined origin caused an estimated $7,200 damage to the drycleaning plant operated by Charles E. Lewis on Cherry St., Richmond, Va.

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up to 46" $14.85
mushroom 11.00
over 46" 19.25
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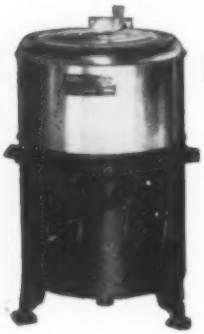

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NORTH EAST

Uneeda Cleaners, Inc., 19 Hatch St., Mystic, Conn., has been incorporated by Eugene J. Garbarino, president; Edith M. Garbarino, vice president and treasurer, and Harvey N. Ladin, secretary.

Spic-N-Span Dry Cleaners has been opened by William Toy, an NICD graduate, at 11th St. and Fifth Ave., Ford City, Pa.

Shore Cleaners, 27 Peconic Ave., Riverhead, N. Y., has been purchased by Sonny De Lorenzo.

Martin H. Damalak has filed a certificate for conduct of Spic and Span Cleaners and Tailors at 1538 Beechview Ave., Pittsburgh, Pa.

ABC Cleaners, 119 S. Broad St., Woodbury, N. J., has leased a store at 18 S. Broad St., it was reported.

Sparkling Cleaners, Inc., 12 Malone Court, Bristol, Conn., has been sold through its president, Hyman E. Benjaminson, to M. Gilston, Inc.

Ned's Cleaners and Dyers, owned by Ned McElmoyle, has moved to its newly built plant on Centre St., East Mauch Chunk, Pa.

Ralph Amzalak, owner of Windsor Park Dry Cleaners, has leased premises in the new Windsor Park shopping center at Bell Blvd. and 73d Ave., Queens, N. Y.

Bishop's Cleaners has been opened by Charles Bishop on S. Liberty St., Centreville, Md.

A certificate for operation of S. & J. Cleaners, 1007 Swissvale Ave., Wilkinsburg, Pa., has been filed by Sebastian Meisberger.

Damage estimated at $50,000 was caused by a fire at the plant of Quality Cleaners and Dyers, Inc., 504 S. Ninth Ave., Mt. Vernon, N. Y. The blaze was caused by a small boy who set fire to a pile of rags in an adjacent lot.

Edward J. Minery has filed a certificate to operate E & S Quality Cleaners at 330 Overbrook Blvd., Pittsburgh 10, Pa.

Fairfield Cleaners and Dyers, 197 Main St., Waterville, Me., has been leased by Norman Nimon to James Stevens. Mr. Nimon has been called into Army service.

A certificate for conduct of Sun Cleaners, 1112 Swissvale Ave., Wilkinsburg, Pa., has been filed by Anthony Cuccia.

Donnelly's cleaning plant, 790 Broad St., Providence, R. I., recently held open house to celebrate its 25th anniversary.

DOMINION of CANADA

Raglan Cleaners has been opened by P. Mergl and Tom Clark at 1718 Avenue Rd., Toronto, Ont.

Proprietor J. W. Brown has opened the new plant of Crown Cleaners at 14204 Stony Plain Rd., Edmonton, Alta. New equipment has been installed.

Yorkton and Saskatchewan Dry Cleaners has moved to its new plant at 14 First Ave., Yorkton, Sask. The business is owned by Mr. and Mrs. Max Rosenblatt.

A drycleaning plant has been opened at Durham, Ont., by Neil MacInnes.

Individual Dry Cleaners has started construction of a new plant at 410 Vancouver St., Victoria, B. C.

Owner B. Charley plans to build an addition to his drycleaning plant on Wyandotte W., Windsor, Ont.

The plant of Caplan's Cleaners, North Battleford, Sask., has been remodeled and new equipment installed, it was announced by the owner, Ed Caplan.

An addition has been built to the plant of Ridley Cleaners at Bracebridge, Ont. The business is owned by Jack Fawcett and Doug Kirkness.

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OBITUARIES

Robert J. Bartholomew, 78, chairman of the board of Fletcher Works, Inc., passed away on December 27, 1950, at his home in Philadelphia. He had been active up until the time of his death, which came suddenly.

For more than 50 years, or more than half of its 100 years' existence, Mr. Bartholomew was associated with Fletcher Works. After graduating from Lehigh University in 1895, he settled in Philadelphia and joined the company as sales engineer in 1898. He soon rose to chief engineer, a position which he held for many years. In 1940 he became president of the company, and chairman in 1950.

Mrs. Mildred M. Fielding, 49, operator of Peacock Cleaners and Dyers, Akron, Ohio, died recently. She is survived by two daughters, a son, two sisters and three brothers.

Gene Jackson, 47, owner of Nevada Cleaners, Nevada, Missouri, died recently after a brief illness. He was a member of Rotary, Elks, and of the Nevada Hospital Board of Trustees. He is survived by his wife, a son, a daughter and a sister.

Arthur F. Karberg, 59, co-owner of Badger Cleaners and Dyers, Janesville, Wisconsin, died of a heart attack while driving his car. He was a past president of the Wisconsin Dry Cleaners Association. A veteran of World War I, he belonged to the American Legion and 40 and 8. Mr. Karberg is survived by his wife, a son and a daughter.

Charles R. Monroe, 61, proprietor of Monroe's Cleaners, Marion, Illinois, died recently after a long illness. A veteran of World War I, he was a member of Veterans of Foreign Wars, American Legion, Elks, several Masonic orders and Woodmen of the World. Surviving are his wife, two sons, a daughter, two brothers and a sister.

John W. Renner, 58, operator of a drycleaning establishment at Pana, Illinois, died recently after an illness of several weeks. He is survived by his wife, a daughter and two brothers.

John E. Skahen, 79, president of Liberty Cleaners, Chicago, Illinois, and treasurer of the Chicago drycleaners' association for 25 years, died December 19. He is survived by a son, William L. Skahen, operator of Liberty Cleaners and past president of the National Institute of Cleaning and Dyeing.

Erdix Swift, 62, a partner in the drycleaning firm of Marshall & Swift, Inc., Mason City, Iowa, died recently. Mr. Swift was a member of the Masons and Kiwanis and an active leader in Boy Scout work. He is survived by his wife, two daughters, three sons, two sisters and three brothers.

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- Handles most delicate fabrics without damage
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NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

Charles E. Wienand, 78, pioneer drycleaner of Terre Haute, Indiana, died December 15. Mr. Wienand was one of the organizers and a past secretary of the National Institute of Cleaning and Dyeing. He was a member of Terre Haute Masonic Lodge 19. Surviving are his wife and a daughter.

Archie James Wright, 43, proprietor of Splendid Cleaners, Needham, Massachusetts, died recently after an illness of eight weeks. He is survived by his wife, a son and a daughter.

Emil K. Wuerdeman, 58, president of Fenton United Cleaning & Dyeing Co. of Cleveland, Ohio, since 1939, died December 21 of a cerebral hemorrhage. In 1910 he became associated with the Sehn-Benzol Wuerdeman Co., founded by his father, which merged with five other firms in 1916 to form the present organization.

Mr. Wuerdeman was a member of the Rotary Club and the Shrine. He is survived by his widow, a son, a daughter and a brother.

February 4, 5, 6 and 7—National Institute of Cleaning and Dyeing, Annual Convention and Exhibit, Atlantic City, New Jersey.

February 10 and 11—Oklahoma State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Oklahoma City.

February 21 and 22—North Carolina Association of Launderers and Cleaners, Annual Convention, Charlotte Hotel, Charlotte.

February 26 and 27—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

March 28 and 29—Georgia Laundry and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

April 11 and 12—Texas Laundry & Dry Cleaning Association and **Oklahoma Laundryowners Association,** Joint Annual Convention, Rice Hotel, Houston, Texas.

April 13, 14 and 15—New Jersey Laundry and Cleaning Institute, Hotel Traymore, Atlantic City.

April 25, 26 and 27—Laundry & Cleaners Allied Trades Association and **Laundry & Dry Cleaners Machinery Manufacturers Association,** Annual Convention, The Greenbrier, White Sulphur Springs, West Virginia.

May 11 and 12—Oregon State Dry Cleaners Association, Annual Convention, Salem.

May 13, 14 and 15—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, General Oglethorpe Hotel, Savannah, Georgia.

May 18 and 19—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta, Northern Wyoming, Annual Convention, Billings, Montana.

May 25 and 26—Idaho Laundry and Dry Cleaners Association, Annual Convention, Boise.

June 6, 7, 8 and 9—California Drycleaners Association, Annual Convention, San Francisco.

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CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CERTIFIED COLD STORAGE FUR VAULTS with—without Drycleaning Plant. Connecticut, New Jersey, New York. **FRANK DEUTSCHER,** 16 Court Street, Brooklyn 2, New York. Tel.: PR 2-1332. 3909-2

VERY MODERN DRYCLEANING PLANT DOING BIG BUSINESS, BEST BUY IN THE WEST. PRICE $25,000 CASH. ADDRESS: Box 3839, **NATIONAL CLEANER & DYER.** -2

ALL NEW MODERN DRYCLEANING PLANT, WILL DO ABOUT $60,000 VOLUME THIS YEAR. LOCATED IN ARIZONA. PRICE $30,000. TERMS TO THE RIGHT MAN. ADDRESS: Box 3840, **NATIONAL CLEANER & DYER.** -2

ILLINOIS SOLVENT PLANT $25,000 retail, $10,000 wholesale. Established 25 years, good equipment, fur vault. No reasonable offer refused. $13,000. Must sell. Uptown Cleaners, Kewanee, Illinois. 3866-2

Established **DRYCLEANING** and **FUR BUSINESS** including vault. All modern equipment in renovated brick block. Gross business $75,000. Upper New England Capital City **ADDRESS:** Box 3867, **NATIONAL CLEANER & DYER.** -2

For Sale: Solvent Plant in Southern California. Doing mostly wholesale. Well equipped and in excellent condition. Price: Twenty-five thousand dollars. Property optional. Terms. **ADDRESS:** Box, 3897, **NATIONAL CLEANER & DYER.** -2

Ultramodern Cleaning Plant south of San Francisco on Peninsula, all new and modern machinery. Equipped to handle about $3,000 per week; 9 years same vicinity, college trade, large parking area. Apartment available; $15,000 will handle. **ADDRESS:** Box 3910, **NATIONAL CLEANER & DYER.** -2

MODERN DRYCLEANING PLANT in MISSOURI. College and factory town of 10,000 population. Fine equipment. Will lease building or sell with equipment. Books will show net over $7,500 a year. R. O. Baker Real Estate, Fulton, Missouri. 3924-2

Modern Synthetic Drycleaning plant, near Detroit, Michigan, in college town. Doing over $50,000 annually, all retail, 3-hour service at premium. Reputation second to none in area. Established 4 years ago, no equipment older than 4 years, ideal layout, unexcelled working conditions. $20,000 down will handle. Long lease or will also sell the real estate. **ADDRESS:** Box 3932, **NATIONAL CLEANER & DYER.** -2

Modern Solvent Cleaning Plant in Southeastern Ohio. Old established business. Owner retiring. City of 40,000 population. **ADDRESS:** Box 3926, **NATIONAL CLEANER & DYER.** -2

MODERN DRYCLEANING PLANT: Oldest established cleaning business in busy industrial town of 15,000 population. Middle Tennessee, approximately 15 miles from new Air Center. Located in center of business district, on main street. Doing approximately $20,000 annually, increasing monthly; price $11,500 including '48 Chevrolet sedan delivery truck in excellent condition. **ADDRESS:** Box 3933, **NATIONAL CLEANER & DYER.** -2

Solvent Plant in large Virginia city. Approximately $38,000 yearly. Hoffman equipment four years old, in excellent condition. $18,500. Long lease, late model trucks. **ADDRESS:** Box 3941, **NATIONAL CLEANER & DYER.** -2

DRY CLEANING BUSINESS. This plant is located in a town of about 5,000 population near Youngstown, Ohio. Large cement block building completely equipped. Now doing a nice business. Owner has other business and must sell. Good opportunity for right party. Business can be greatly expanded. Priced very low at $60,000.00. For complete information write to: **JAMES MILLSOP, REALTOR,** 257 East Ravenwood Ave., Youngstown, Ohio. 3949-2

MODERN GARMENT DYEHOUSE—LOCATION BOSTON. Yearly gross $15,000—$20,000. **PRICE $11,500. ADDRESS:** Box 3950, **NATIONAL CLEANER & DYER.** -2

For Sale: Solvent Plant, started 1946. Must be sold, health reason. Now $400 per week. Can be bought for about half the price of new. Central New York State, 40 miles north of Binghamton. **ADDRESS:** Box 3953, **NATIONAL CLEANER & DYER.** -2

Perco Plant, over $40,000 volume, all new machinery including two new trucks. Only plant in county, in the heart of Mother Lode country of California. Price $18,000. Owner going into Service. Calaveras Cleaners, Mokelumme Hill, California. 3955-2

Modern, fully equipped Sanitone drycleaning business in a nice 15,000 population Southern New Mexico town. Considered one of the best plants in Southern New Mexico. Yearly volume $50,000. Up-to-date cold storage vault and wool storage. Cash $35,000. **ADDRESS:** Box 3956, **NATIONAL CLEANER & DYER.** -2

Drycleaning Plant 3 years old. About $500 to $600 weekly volume, with room for expansion. Excellent location. Open 5 days. Rent $60. Prices $1.35—$1.50. New boiler; all equipment excellent to new. Will sacrifice for $15,000. No reasonable offer refused. Must sell. Exceptional buy. Terms: Advance Cleaners, 810 West Lodi Avenue, Lodi, California. 3957-2

Solvent Drycleaning Plant located in Western Pennsylvania town. County Seat, College and Industrial town; established business for over 30 years; modern equipment; new building; 3 trucks; 5 pressing machines; 2 stores. (Will sell or rent plant building.) Failing health reason for selling. **ADDRESS:** Box 3960, **NATIONAL CLEANER & DYER.** -2

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CLEANING PLANTS FOR SALE (Cont'd)

BALTIMORE—To settle estate, flourishing business, Solvent Plant, completely equipped, capacity $100,000; three trucks, brick building, large garage, on main highway in area that will boom because of defense work. Templeton Cleaners, 6027 Gov. Ritchie Blvd., Baltimore 25, Maryland. 3962-2

CLEANING PLANT—Nets $30,000 yearly—Gross $85,000. 140-F Double unit, 6 Presses, 3 Manikins, 2 Spotting boards, 1 Windwhip, 2 Silk units, 4 Trucks, 4 Stores, etc. **MUST SEE. PRICE $40,000—$15,000 HANDLES. LONG LEASE TO SUIT. FOR MORE DETAILS WRITE 3310 W. MANCHESTER BLVD., INGLEWOOD, CALIFORNIA.** 3963-2

Cleaning Plant—Large Western New York city. New building designed for cleaning plant. All machinery new and modern. 75% retail—$100,000 with real estate but will give long-term lease if desired. $28,000 required. **ADDRESS:** Box 3964, **NATIONAL CLEANER & DYER.** -2

Drycleaning Plant—over $32,000 last year. Good reason for selling. All new equipment. Best Toledo, Ohio, residential section. Have one '49 Chevrolet truck. New building, low rent. Price $25,000. A real buy. **ADDRESS:** Box 3965, **NATIONAL CLEANER & DYER.** -2

ESTABLISHED SYNTHETIC CLEANING PLANT AND SHIRT LAUNDRY IN NORTH EASTERN STATE. MODERN BUILDING WITH APARTMENT. ADDRESS: Box 3972, **NATIONAL CLEANER & DYER.** -2

Modern fully equipped Solvent Plant, new building, excellent location. Plenty of business, all cash and carry. Northern Indiana. Price $19,000. **ADDRESS:** Box 3978, **NATIONAL CLEANER & DYER.** -2

Because of Doctor's orders, selling modern, beautiful 3-in-1 Service Salon; consisting of 5-hour Drycleaning Department and Tailoring Department, 24-hour Shirt and Bachelor Laundry Department. While-You-Wait Shoe Repair Department. Located on business artery and densely populated section Newark, New Jersey. Cash and carry only. Price $14,000. P. O. Box 65, Glen Rock, New Jersey. Ridgewood 6-7357-R. 3979-2

FOR SALE: MODERN LAUNDRY & DRYCLEANING, ESTABLISHED 30 YEARS. INDIANA COUNTY SEAT OF 25,000. DOING $50,000. FINE BUILDINGS, BEST LOCATION AND UP-TO-DATE EQUIPMENT. WILL SELL ALL OR PART. REASONABLE TERMS TO RESPONSIBLE PARTIES. ADDRESS: Box 3980, **NATIONAL CLEANER & DYER.** -2

Small Synthetic Plant in Northwestern Pennsylvania town of 25,000. Ideal for couple, best of modern new equipment, exceptionally low overhead. Reason for selling, am in Reserve and awaiting call to active duty. Modern Cleaners, 588 North St., Meadville, Penna. 3986-2

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DRYCLEANING MANAGER: Large chain cleaning and laundry establishment located in Metropolitan New York City has an opening for an experienced and capable man to take full charge of Finishing Department employing approximately 100 people. Must know modern production methods. Splendid opportunity and future. Top salary for the right man. Explain in detail schooling, experience, age, family and draft status. ADDRESS: Box 3929, NATIONAL CLEANER & DYER. -7

Quality Drycleaner needed that can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N. I. C. D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. **ADDRESS:** Box 3930, **NATIONAL CLEANER & DYER.** -7

Working Superintendent—who knows quality as well as production—medium sized retail plant. References necessary. ACME CLEANSING CO., 3200 Gillham, Kansas City, Missouri. 3970-7

WORKING SUPERINTENDENT in plant now employing nine. Quality work essential. State qualifications and salary expected. Plant located in **MASSACHUSETTS.** Will sell share in business to right man. **ADDRESS:** Box 3989, **NATIONAL CLEANER & DYER.** -7

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Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, **NATIONAL CLEANER & DYER.** -14

SALESMEN: WE HAVE THREE FAST-MOVING CHEMICAL SPECIALTIES for salesmen calling on Drycleaners. Here is an opportunity to add to your line with three products that will not compete with what you are now handling. These are fast-moving repeat items with repeat commissions, manufactured by leading chemical company. **ADDRESS:** Box 3824, **NATIONAL CLEANER & DYER.** -14

SALESMEN with following drycleaning trade. We have highest NICD rated product of its type in field. Cleaners need this product. Our full time salesmen earning $5,000 to $15,000 net. Some jobber salesmen carry product as sideline earning $5,000. Liberal commissions. Protected territory. Possibility your territories still open. Replies kept confidential. Write in detail. Crossland Mfg. Co., 2294 Albion Street, Toledo 6, Ohio. 3973-14

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SILK SPOTTER interested in steady good paying position with first class retail Petroleum Solvent Plant. Steady, thorough knowledge of entire plant operation. State salary. **ADDRESS:** Box 3841, **NATIONAL CLEANER & DYER.** -5

Steady position wanted. Exceptionally good man. Competent in all branches of the trade. Able to instruct new and old help. 30 years' experience. Can furnish best of references. **ADDRESS:** Box 3918, **NATIONAL CLEANER & DYER.** -5

SPOTTER: Age 49, 26 years' experience cleaning and spotting. Prefer petroleum solvent plant. Available. **ADDRESS:** Box 3936, **NATIONAL CLEANER & DYER.** -5

SUPERINTENDENT: Capable of assuming responsibility. Proven ability as an efficient plant operator. Costs, time and motion study, incentive plans—job breakdowns. 25 years in the industry. In replying please furnish information in detail. **ADDRESS:** Box 3937, **NATIONAL CLEANER & DYER.** -5

Man and wife, available to take complete charge of Drycleaning Plant. Have 30 years' experience, 16 years as Superintendent. Know production, quality and cost. South preferred. Highest references. ADDRESS: Box 3947, NATIONAL CLEANER & DYER. -5

EXPERIENCED DYER, CLEANER, SPOTTER, PLANT MANAGER, desires position in West Texas or Eastern New Mexico, capable of assuming full responsibility and training new help, would consider leasing well-equipped, medium sized Solvent Plant on percentage basis. Address: H. B. Simmons, 304 East Oklahoma, Enid, Oklahoma. 3967-5

ARE YOU looking for an experienced graduate cleaner, spotter and chemist for production manager or superintendent? I can help you! Address your letters to Box 3968, **NATIONAL CLEANER & DYER.** -5

EXPERT SILK SPOTTER, DRYCLEANER, A-1 ALL-AROUND MAN. CAN GIVE YOU QUALITY AND PRODUCTION. AGE 42, 22 YEARS' EXPERIENCE. DESIRES STEADY POSITION. GOOD REFERENCES. ADDRESS: Box 3969, **NATIONAL CLEANER & DYER.** -5

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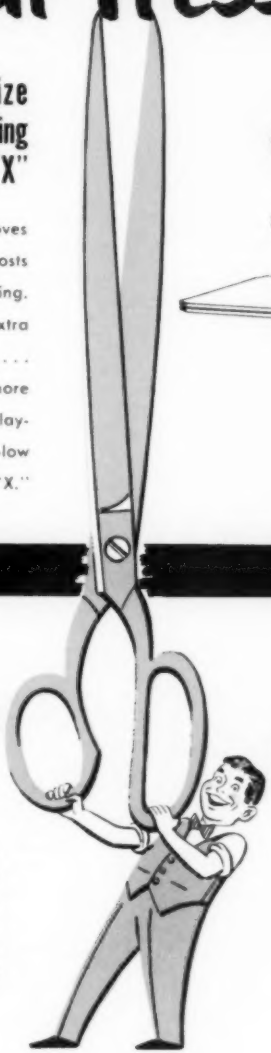

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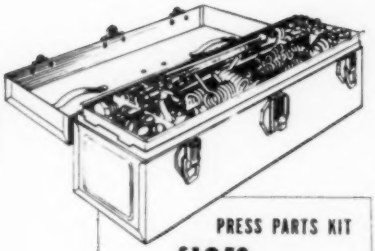

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